LARGEST WEEKLY RADIO AUDIENCE IN AMERICA

Week Ending Feb. 10, 1934





FIRST AIR TREATMENT FOR MOVIES

Gale Page



... and putting it over

# By Jack Pearl

WHEN I think about Baron Munchausen and how HEN I think about Baron Munchausen and how he got that way, it reminds me of the old gag about whether the hen or the egg came first. As a matter of fact, like Topsy, he "just growed." And it is Billy Wells, my good friend Billy K. Wells, ace writer for movies and stage, who provides the vitamins.

One day Billy got an idea. It turned out to be a radio idea for me to put the hen before the egg. We had met some time before. I was in Europe, but he cabled me from New York. Radio meant nothing in my life; however, Billy believed in his idea and had me listening to him when I got back.

If it were not for Billy, there wouldn't be any Baron. Billy conceived him, then rounded me up in the flesh. He had been working on a Negro dialect idea, but decided to have one of the parts done in German dialect. The idea included Cliff Hall, who had been with me before, as straight man.

The idea included Cliff Hall, who had been with me before, as straight man.

Since then, my association with Wells has been constant. We go to work together before any script is written for our weekly broadcast. Billy thinks up some general idea. That means he gets me into some situation or other. Then I have to get out of it. As I get in and out, more ideas are forthcoming. Within a few days, Wells has them transferred into script.

Do we squabble? You should hear! Billy, you see, is a great kidder. He likes to stir me up. He gets me stirred up and then writes script. Now, I'm not taking anything, not even from my best friend, so I retaliate

frequently by telling him that a gag or a whole script

I want to give Billy all the credit for thinking up the Baron, for that is where credit is due. That doesn't mean, though, that everything he concocts for the Baron suits me. And so I kick It's always just about details, of course. And we argue and fight it out until one of us wins the round. The details are as important as the major situations and I've got to take to them before I

get into the swing of the part. When we get to that point, we're the best of friends once more.

Seriously, though, we get along like blood brothers and never enter into an argument that's more than half serious. Of course, I've got to feel that the material is right for me. I don't mean just funny, but something that's my style. I've got to have lines that are mine, lines so good that I believe I thought them up myself. But Billy has perception. He knows me and he knows the Baron and he gets us together as though we'd always been that way.

I swear by Billy, and that's putting it mildly, but he's lucky, too. Do you know how be came by "Vass you dete, Sharlie?" He's a hard working writer, but he didn't get that by burning midnight oil or pacing holes in the floor. Nor was it one of those sudden inspirations you hear about. No, Billy just made a mistake about Cliff. Now. Cliff Hall's name is Cliff, but Billy thought it was Charlie. In fact we had started broadcasting before Wells found out that he had the name wrong thought."

Chi, but Billy thought it was Charlie. In fact we had started broadcasting before Wells found out that he had the name wrong. Honest, "Vass you dere, Shariie?" might never have come into the routine if Wells hadn't been confused about the straight man's name.

That would have left Billy to tug away at his hair or do whatever else is supposed to produce catchy lines. So that was an easy day for Billy.

Naturally, material is the primary problem of a comedian on the air. Billy, however, has a double set of talents. He's so fertile with ideas he usually can think of a new one, but if he can't he knows how to twist an old one until it would be ashamed to look its original in the face.

Contrary to what you might think, he writes in straight English, with no effort to indicate dialect, except grammatical errors. The "Sharlie" line, for instance, is written "Was you there, Charlie?" I am accustomed to giving the required accent.

And so, as the Baron Munchausen, I consider myself lucky to owe my life and entrust my existence to Bills, Walle.

self lucky to owe my life and entrust my existence to

There are many things in my life I could part with, but nothing would ever replace the regard I have in my heart for Billy.

## Mike Manners? hat ARE Good

Cli ES of etiquette govern practically everything in existence except radio. Now, surely some enterprising gentleman or woman, who understands the true meaning of a piece of lemon in a finger bowl, ought to commence work immediately on a book of etiquette covering all phases of this here thing called "radio."

Casual inquiry for suggestions from some of the more flexible index finger pointers who are classed in the genus as radio artists, brought some amazing replies. Charlie Carlile firmly believes the radio audience, when disposed to tune out a program, should first call the studio, get the offending artist on the phone and politely say, "I'm tuning you out, you're terrible!"

Irving Kaufman is struck with the idea that when a musician plays off key, thereby ruining a number, the program should immediately cease, the announcer should ask all listeners to send in their names and addresses, and the offending musician should be compelled to send a letter of apology to every one in his own handwriting.

Shirley Howard thinks it would be the beight of politeness if all sponsors would autograph checks twice a week instead of once. A rule like that is bound to create good feeling everywhere—that is, nearly everywhere.

Leon Belasco is opposed to the idea that people,

Leon Belasco is opposed to the idea that people, especially radio announcers, should laugh at his accent. The correct thing to do in that case, observes Leon, is to effect the same kind of an accent and talk right back

Harry Salter is inspired with the idea that a band should conceive, arrange and rehearse all programs without the leader. After everything is in order, the polite thing to do would be to phone the leader, wake him, and let him listen to the program over the 'phone—before he rolls over and goes back to sleep.

Lew White is one of the more polite of the group. He feels sorry for perspiring musicians, overworked announcers, gagless comedians and thwarted opera stars. So he proposes that sponsors could display their true breeding by having him on every commercial program to play soothing organ music while all the others rest up.

George Olsen is enthusiastic over the idea of radio efiquette, and says that radio critics should be admonished to praise poor programs to the sky. They naturally should do likewise for deserving programs. In that Harry Salter is inspired with the idea that a band

way the listeners will believe every program is a good one. Then the managing editors can fire the radio critics, for there won't be anything for them to knock.

George Givot still insists that there should be a rule that all radio people, to be posite, must cat in a Greek restaurant. Then, he says, it will actually pay him to open Acropolis Number 7.

# Why MAE Says "NO

T HE phantom fence that has separated Mae West Till: phantom fence that has separated Mae West from the green meadows of radio is no more. At least the gay lady of motion picture fame has walked through a gate. It was unadorned and lacked the golden furbishment previously used to glitter invitations that came in her direction. Mae West, a few weeks ago, voluntarily and quietly broadcast a plea in behalf of the Los Angeles Community Chest Fund. It netted the Fund \$200,000 in contributions.

This air debut gave birth to the opinion that she now would turn to radio to continue or to repeat her public conquests. It has been common knowledge that she has declined fabulous radio offers, the latest a contract offer of \$91,000 for a series of thirteen weekly broadcasts. Other offers have not been lacking.

The big money chances were offered more or less

The big money chances were offered more or less in the spirit of a gamble, perhaps, but now with her initial radio experience a success, expectations were that Mae was ready for radio.

But has the screen star made her radio debut?

"Yes," is the answer, if it was Mae West who cajoled \$200,000 from listeners in behalf of the community chest had But "No" if it was just an interested reading personner.

fund. But "No" if it was just an interested, zealous per-son with a social consciousness.

son with a social consciousness.

A young woman inviting assistance in behalf of less fortunate fellowmen in a dignified broadcast, and a dazzling femme cocking an eye in invitation to "come up sometime," are distinctly separate personalities.

Until Mae West can be identified on the air by her gestures and not alone by her inflections or wisecracks, she possibly will continue loath to make her radio debut. Without the gestures she may make scores of charity broadcasts, but will say "no" to the air until she finds a way to get across her histronics. she finds a way to get across her histrionics.

SOARING to STARDOM on Eddie Cantor's W

HEN Frances Arms walked to a microphone, little did she know that it was a magic looking-glass capable of transferring her instantly to stardom—sweeping statement, but every bit true. It did, with the suddenness of magic and the thrill of sensation. Even Eddie Cantor's breath was taken away. For it was he who manipulated the lucky looking-glass.

Radio has made Frances Arms a star. Strangely, it brought her from retirement, back to the vaudeville stage, at more than twice the salary she formerly received. And now on a vaudeville tour, she is billed at "Frances Arms (Mrs. Rubinoff on the Radio)."

back to the vaudeville stage, at more than twice the salary she formerly received. And now on a vaudeville tour, she is billed at "Frances Arms (Mrs. Rubinoff on the Radio)."

The impromptu gag on which Frances Arms rode into the radio spotlight and emerged a vaudeville star transpired during a customary Cantor broadcast. Eddie was clowning and guying Rubinoff. As usual, the studio was filled, but Cantor had a special guest and he singled her out. She was Frances Arms, a friend probably from their earlier vaudeville days. Eddie had an inspiration. As he was about to introduce her over the air, he thought of a gag. Before Frances Arms had taken her place before the "mike," he had introduced her to the radio audience as "Mrs. Rubinoff."

The words were electrical.

It was not the fact that the unmarried Rubinoff was nonplussed, nor that Frances already had a perfectly good husband in Abe Lastvogel, New York theatrical booking agent. These did not cause the sensation that was born of the moment it was the moment stelf—and a listening public's keen sense of the diamatic.

The sudden and unheralded financial in the cantor fans. In one breath they were tricked and intrigued. The declaration of a wife of the much kidded Rubinoff was not a gag to the Cantor fans. In one breath they were tricked and intrigued. The declaration of a Rubinoff spouse was a match accidentally but expertly dropped by the genius of Cantor among the kindlings of interest in Rubinoff and letters of inquiry to both, and to the station. Eddie had aroused their interest. They were willing to be interested further. Frankly, they were curious. Would Eddie please give them some details?

Cantor had started something and he knew it. Fan letters for "Mrs. Rubinoff" that poured into the station for a week following her introduction, proved it, He found himself unable to ignore her. For his next broadcast he worked into his script as et of gags built around Rubinoff and his "wife," with a bit for Frances Arms to do as "Mrs. Rubinoff".

Then the fan letter

do as "Mrs. Rubinoff."

Then the fan letters really poured in. They came in such quantities from interested new acquaintances of "Mrs. Rubinoff," that she was taken from the air.

Paradoxical, but true. These initial broadcasts were her final (to date) appearances before a microphone, for the simple reason that she had become a star. Overnight she had become a personage for which a vast public was eager. They asked for her in every mail. Theater booking agents saw that a personal appearance was the need of the moment.

She signed a vaudeville contract again—and yet not again, for this time she was not just to be Frances Arms with a guarantee of her former salary, but "Frances Arms (Mrs. Rubinoff on the Radio)," and the contract frigure was twice what it had been.



# Prizes to Radio \$10,000 Puzzle Winners

ERE is one of the most thrilling opportunities ever offered to radio fans who enjoy the solving of puzzles. Radio Guide has devised a contest, the winners of which are to receive \$10,000.00 IN CASH PRIZES.

PRIZES.

The puzzle is of unusual interest to radio listeners because it summons to its solution a familiarity with radio stations. In addition, it involves something of a graphic presentation of radio itself.

Not only does the opportunity yield an interesting pastime but it assures most generous cash awards to those who are successful in working out the puzzle. Thus the opportunity embraces entertainment, exercise of knowledge of radio and, most important, very substantial cash awards.

The task is to blaze a trail of radio stations through a diagram which is presented in this edition together

The task is to blaze a trail of radio stations through a diagram which is presented in this edition together with all the instructions necessary for the solution of the puzzle. There are no trick questions and no complications. All you have to do to win the Radio Stations Trail Puzzle Contest first prize is to follow instructions faithfully and present a correct solution more neatly prepared than the finished puzzle submitted by any other contestant. Even if you don't win the first prize, there are many other attractive cash awards available.

Read the contest rules carefully. Study the diagram ely. Work out the solution and mail it to RADIO

Guids.

The puzzle makes an exciting and interesting game. Bear in mind that the opportunity to win cash prizes ranges from the first award of \$5,000 down to \$5,000. The first prize to be paid is \$2,500.00; second, \$1,000.00; third, \$250.00; fourth, \$100.00; fifth, \$75.00; sixth, \$50.00; seventh, \$25.00; and 150 more prizes totalling \$1,000.00. And—

Any winner who at the time of the closing of the contest is a yearly subscriber to Radio Guide, will receive double the amount of the prize he would have been awarded had his name not appeared on the subscription lists of the magazine.

# Rules of the Contest

This contest is open to all. Employees of Radio Guide, and their families, are the only exceptions.

A contestant may send in as many different solutions as he likes. Different members of a family may

compete.

The use of any mechanical device in making a tracing of the puzzle is not permissible. Completed puzzles

showing the use of a mechanical device in their preparation will be rejected.

The contest closes Tuesday, April 10th, 1934. All envelopes postmarked before midnight of that date will be accepted and the enclosed solution entered in the contest. Neatness, and the importance of the stations selected, will be determining factors in selecting the winners. Only correct trails will be considered.

The relative importance of stations will be rated according to their transmitting power. That is to say, a station with a 50,000 kilowatt transmitter will be considered more important than a station with less power. In order that each contestant may be fully informed, not only as to the names of stations available for the trail, but as to the relative importance of each unit, a log of all North American and neighboring stations will be supplied by Radio Guida to every person who forwards a stamped envelope, self addressed, with a request for the list.

In case of ties for any of the prizes offered, the full amount of every prize for which there is a tie, will be awarded to each tying contestant.

Professional puzzle solvers will be excluded. The use of fictitious names is also prohibited.

Each contestant, by (Continued on Page 10)



SHE doesn't care if any gossip columnist never prints a line about her garbo-gilberting! She walks up to all the new and smart bars in town and glibly orders a nice, cold drink of root beer. She doesn't attend night club openings; she hasn't taken a public bow yet. She has avoided going "Radio Row" much as a few screen stars avoid "going Hollywood." Still, with steady tread, smiling voice and agile work on the piano, Connie Gates is climbing the ladder of distinguished radio accomplishment.

Little Connie Gates, the wonder girl, started network broadcasting about four months ago with an obscure noon-time spot. Now she's heard over Columbia every Thursday evening at 9:45 CST with Mark Warnow and his orchestra.

Don't misunderstand her. Connie's not negative. It isn't that she won't do some of the things usual to the gayer phase of a radio star's life. It's that she hasn't the inclination. She is a highly positive young woman.

that she hasn't the inclination. She is a highly positive young woman. She has a hope chest.

That's the clue to her personality, the key to her interests. Connie's a home girl and has been for twenty-two years. Important personages in her world are her parents, and some young brothers and sisters. Paramount interests are new designs, color combinations, and handiwork ideas that give variety and completeness to her hope chest.

Connie's career is singing popular songs, songs more sophisticated, perhaps, than the singer. But the voice so suited to the torrid tempos of modern songs combined with sweetness and the little-girl enthusiasm expressed by her hope chest interest, make her uniquely successful.

It has been said that Connie is doing to her radio audience what Mary Brian did to the nation's movie-goers. She is projecting a smooth blend of the "sweet" and the "hot" that is to the liking of all.

Always she has had a flair for domesticity that has dovetailed with her concentration on music. Ballad singing and piano playing which first put her on the air, have never seemed to Connie a far cry from stirring up a cake or stuffing a roast.

her on the air, have never seemed to Connie a far cry from stirring up a cake or stuffing a roast.

Away from the studios. Connie is a self-contained young woman with interests as remote from brightly-lit Broadway as are the poles apart. She lives in a gaily chintzed room in a hotel club for young women. Occupying a place of honor on her bookshelves, elbowing the works of David Thoreau, Edgar Allen Poe, Robert Louis Stevenson and Thomas Huxley, is her favorite (at the moment) possession. It's a small electric grill which her mother sent at Christmas. Many an evening Connie caracoles homeward from the studios with cheese, corned beel and a few dainties. Remembering the comfortable home-cooked meals with her family, she stirs up chocolate, rustles together a sandwich, and forgets the beigh-de-ho.

together a sandwich, and forgets the heigh-de-ho.

That you don't jump to conclusions, Connie makes a disclosure "I get a big kick out of sewing for my hope chest. That may sound funny to you, because I really haven't any prospects yet. Nor do I want any until I've actually sewed up the matter of succeeding in my radio career. I'm having a perfectly wonderful time filling that chest, though, and it's almost complete—just full of embroidered pillow cases and initialed towels." pillow cases and initialed towels.

There are a couple of old fashioned quilts, too, made by Connie from scraps of gingham and cotton swatches. All unaware, she has stitched into them reflections of her own personality.

# HARP SPLITS IN STANDINGS F WEEK'S FAVORITE

SMOKE got into band leaders' eyes and listeners' ears in profuse amounts in the last week. And from that statement it should not be difficult to guess which song achieved a new high in popularity. Not only was the number played most frequently over the networks, but it chalked up the greatest total of points in the orchestra leaders' concensus.

Five of the songs heard most often during the past week remain those which enjoyed that distinction for the week previous. In this week's index to popularity, band leaders include among the outstanding ten hits two songs not mentioned in either listing previously.

TEN SONGS PLAYED MOST OFTEN OVER THE

# TEN SONGS PLAYED MOST OFTEN OVER THE

NETWORKS LAST WEE	K:
Song	Times Flayed
Smoke Gets in Your Eyes	25
Throw Another Log on the Fire	23
Temptation	23
Everything I Have Is Yours	20
On the Wrong Side of the Fence	17
I Raised My Hat	17
One Minute to One	16
Old Spinning Wheel	16
Let's Fall in Love	16
Good Night Little Girl	16
NAME AND ADDRESS OF TAXABLE PARTY AND A	NAME AND POST OF

OUTSTANDING HITS	
Song	Points
Smake Gets in Your Eyes	58
Temptation	33
Everything I Have Is Yours	25
On the Wrong Side of the Fence	25
One Minute to One	25
Old Spinning Wheel	20
Our Big Love Scene	20
Carloca	15
This Little Piggle	15
We'll Make Hay While the Sun Shines	15

The orchestra leaders, listed alphabetically, make the following selections in the order of their preference:

Leon Belasco: Nothing But the Best; Smoke Gets in Your Eyes; Our Big Love Scene; This Little Piggie, and Keep Young and Beautiful.

From Black: Commission Sealer Commission.

Frank Black: Carioca; Smoke Gets in Your Eyes; This Little Piggie; Sylvia, and Keep On Doing What

Trank Black; Carioca; Smoke Gets in Your Eyes; This Little Piggie; Sylvia, and Keep On Doing What You Are Doing.

Glen Grav: Smoke Gets in Your Eyes; In Other Words We're Through; We'll Make Hay While the Sun Shines, and Temptation.

Harry Horlick: Smoke Gets in Your Eyes; In the Valley of Yesterday; One Minute to One; Old Spinning Wheel, and Smiles.

Isham Jones: Stay on the Right Side of the Road; Let's Begin; I know That You Know; No More Love, and Smoke Gets in Your Eyes.

Andre Kostelanetz: Moonlight on the Water; I'd Do It Again; Everything I Have Is Yours; Love Is Love Anywhere, and Carioca.

Clyde Lucas: Temptation; This Little Piggie; Our Big Love Scene; I Raised My Hat, and Beautiful Girl.

Abe Lyman: April in Paris; Carioca; On the Wrong Side of the Fence; Easter Parade, and Smoke Gets in Your Eyes.

George Olsen: You're in My Power; Temptation; Ole Pappy; Orchids in the Moonlight, and One Minute to One.

Rudy Valles: Old Streppens Wheel: Old Pappy: In

Rudy Vallee: Old Spinning Wheel; Old Pappy; In er Words We're Through; Viva La France, and

Other Words We're Through; Viva La France, and Temptation.

Fred Worng: We'll Make Hay While the Sun Shines; On the Wrong Side of the Fence; Let's Fall in Love; Smoke Gets in Your Eyes, and Coffee in the Morning.

Paul Whiteman: Everything I Have Is Yours; On the Wrong Side of the Fence; Only a Paper Moon; One Minute to One and Smoke Gets in Your Eyes.



WHEN Buddy Rogers, the motion picture star, went on the air recently, he began what he intends as a serious radio career. He opened with his orchestra at the Paradise Restaurant in New York January 26, with plans to be heard over WJZ chains and WOR several nights every week.

Can Buddy Rogers, in the minds of untold numbers of his movie fans, become entirely disassociated from cinema fame—jump from the allver screen to playing brass? That is the task facing the popular idol in his determination definitely to forsake the Kleig lights for a good-sized share of radio prestige.

This is no matter of vanity, of increasing movie laurels. It is a matter of ambition. Buddy wants more than anything else in the world to make good on the air.

the air.

It's so natural. Since Rogers' early youth, music has been a vital interest. He shook a pair of castamets, figuratively speaking, when the other kids were playing with rattles. As he developed he became a full-fledged musician. He's rated, you know, an excellent trombone soloist, does enviable things with a muted trumpet. bows to none when it comes to sax-tooting, and is ex-pert with a piano-accordion. Unusually thorough, he knows every instrument in the dance band, and ar-

ranges his own music.

If you saw his first musical pictures, you'll remember him blowing blue notes from a derbied trumpet. If you thought that was faked, it was your mis-

As a broadcasting routine Rogers has plans to As a proacessing routine Rogers has plans to feature a solo on one instrument during each appearance. His special instrument is the trombone and he is working on a series of transcriptions for trombone of zome of the better known violin solos.

Buddy, in forsaking the movie lot to cast it in the realm of radio, does it with intrepid confidence in his communications.

in his own musicianship.

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NCE he had to swab decks for singing while on duty in the navy. Now the biggest steamship company in the world pays handsomely for the privilege of using the resonant baritone voice of Sid Gary on its programs. That's "Life!"

Sid Gary's entire career has been filled with such anomalies and paradoxes. As a matter of fact Sid himself is a paradox! He's a little man from whom great, organlike tones issue with startling vibrance and depth; a natural comedian who convulses his hearers with laughter when he lets loose a flood of bewildering "double-talk," and stirs the depths of the soul when he mournfully chants the moving, dirgelike "Deep River." He sings the "Prologue" from Pagliacci in a manner which would do credit to a Metropolitan star,

then croons "Carolina Moon" in a falsetto with the voice of an Olympian.

The same "itch in his heels for trabellin'" that as a youngster made him run off to sea, later sent him on the road in vaudeville. For ten years he has headlined on the Keith-Orpheum and R. K. O. circuits, first as half of the team of George Burns and Sid Gary, and then later with the famous Bernard and Gary singing-comedy act.

He presents the unusual enigma of an artist who might be a comedian with a name that might rank with the Cantors, Jolsons, Jessels and Wynns, were he not doubly gifted with a golden heritage of song. Time and again Cantor and Jessel have begged him to abandon his singing and to concentrate on comedy.

His impersonations of famous theatrical and radio personalities are keenly pointed characterizations.

Or he might have been a Tibbett were he not born with an overdeveloped funny-bone. At a memorable ship's concert an assistant director of the Metropolitan Opera was deeply impressed by the unusual voice of this obscure young sailor, and offered him a scholarship. Gary quit the sea to devote himself to the mysteries of Italian and French opera. Although vocally he progressed with amazing rapidity, his uncontrollable feeling for comedy caused him to exaggerate grandiose and pompous operatic gestures into screamingly funny carricatures. Consequently he disorganized the ranks of his fellow artists and sent his director home tearing out hair in despair. Repeated threats and pleas were of no avail. Finally, his kind patron one day caught him in the act of ruthlessly mimicking that patron's eccentricities. Then and there the operatic career of Sid Gary terminated.

He is frequently "ribbed" by his friends about his catastrophic naval career. Sid liked the water all right, but he thought the food and the discipline were terrible. He spent so much time atoning for his many breaches of conduct that about all of the world he saw was a scrub-brush and deck. However, Sid feels that his brief fling at sea was not entirely a loss, for he received the inspiration for his famous "double-talk" idea from an Italian fish-peddler who came on board and at first mystified and later set the "gobs" howling with mirth with a lightning stream of chatter. A few years later, remembering the peddler, Sid realized that the contrast between an earnest fact and an unintelligible babel of words contained the seeds of good comedy. Out of this formula he evolved the garbled gabbing called "double-talk."

Sid looks at people with the most innocently cherubic expression imaginable, and lets fly a volley of rapidly spoken syllables—with here and there an intelligible word interspersed—which makes the listener think that hearing has suddenly become

opus.

Among the paradoxes of Sid's career is the strange fact that the deep-voiced baritone should have crashed to radio fame as the successor, on a CBS sustaining, to Morton Downey, whom he had impersonated so often in vaudeville. It is strange too, that this natural "funster" should have acquired his first sponsor as a singer of serious songs. It is very strange indeed and not a little gratifying to Sid Gary, to look back on his sailor days when he goes on the air each Tuesday at 9 p. m. CST, for the Cunard Lines over WJZ, New York only.

# AND NOW, FIRST AIR TREATMENT for MOVIES

OR the first time in history the radio and Hollywood have found a way to cooperate toward a common end. And that end is the broadcasting of feature pictures. The Columbia Broadcasting System is presenting a weekly program each Saturday night from 8:00 to 8:45 p. m., EST, entitled "Forty-Five Minutes in Hollywood," and based upon the actual plots and musical scores of the latest motion pictures. These programs in most cases give previews of the pictures, abbreviated versions before the pictures are shown in any movie house.

Four major producing companies, Paramount, Metro-Goldwyn-Mayer, Warner Brothers, and R. K. O. are cooperating with the sponsors of the series in the presentation of these feature picture premieres. The radio versions of the movies take the form of dramatizations of the high spots of the films in which the voices of such stars as Jean Harlow and Clark Gable are reproduced in their most important lines. Wherever possible the stars themselves appear on the broadcasts, but in most cases their lines are taken by expert

dramatic mimics. Many of the best known dramatic actors, whose impersonations are almost totally indistinguishable from those of the persons they portray, are listed in the roster of talent. Among them are Marion Hopkinson, Porter Hall, Peggy Allenby, William Adams, and Fred Uttal.

The musical portion is under the direction of Mark Warnow, young CBS maestro who has risen to the front rank of radio conductors in the brief space of four months. It is his assignment to reproduce the highlights of the musical scores of the pictures.

In addition to the Hollywood of the feature pictures, another and less formal Hollywood is represented on the broadcasts. Cal York, veteran screen reporter and feature writer, conducts a weekly behind-the-scenes show. York's revelations are not a gossip column of the air; they are dramatized anecdotes of actual incidents in the lives of leading screen luminaries. In rapid-fire order York sets the stage for the various incidents, and the voices of the stars are reproduced by dramatic actors. Covering the movie front and skirt-

ing Beverly Hills for news of unusual character, York presents little-known stories about the stars of interest to all movie lovers,

presents little-known stories about the stars of interest to all movie lovers,

Among the outstanding successes presented on the broadcasts has been the Paramount feature, "Miss Fane's Baby Is Stolen," a thrilling story of a nation-wide search by police and Federal authorities for the victim of baby-snatching. In the broadcast, the leading roles were reenacted by Marion Hopkinson, who impersonated Dorothy Wieck; Peggy Allenby, who was the radio counterpart of Alice Brady; and Porter Hall, who played the role of the policeman. The musical picture, "Moulin Rouge," starring Constance Bennett, Franchot Tone, Tullio Carminati, the Boswell Sisters and Russ Columbo, and other films of like importance, have been announced for previews on the air.

The unusual nature of the presentations gives rise to countless problems, particularly in casting; but that's for the broadcasters to worry about. The important thing is that radio and the movies finally have buried the hatchet.



and his troupe as his successors, and when they were chosen he sent. Ted a letter wishing him well in the assignment. Ted returned with a grateful letter of thanks and a beautiful wrist watch for Maestro Waring. Marion Talley is coming out of radio retirement to be guest star for the opening of the Ford program February 4... A toothpaste sponsor is auditioning Gus Edwards, discoverer of Walter Winchell; also Georgie Jessel, Eddie Cantor, and a few others, with a typical school day idea which he hopes will appeal to the kiddies... Another oil sponsor comes to the air over the Blue network in the middle of February with music under the baton of Irving Talbot, late of Hollywood, and a dramatized tour each week.

## No Merman for Durante

They're trying to get Ethel Merman to join the coffee program with Schnozzola Durante after Cantor leaves, but Warner Brothers are so well pleased with her first feature flikker effort they are offering her more do-re-mi to confine her professional activities to picture work... Mary Eastman sings for Buick Motors, and her father-in-law is the head of a rival automobile concern, Packard Motors—another of those intriguing little things which happen so often in the land of radio.

What with Ruth Etting set to resume her vocalizing on CBS on February 13, in the interest of Oldsmobile the boys are wondering if her Colonel will continue to distribute gifts of the sponsor's product... Now that Jack Denny and Jeannie Lang are definitely at the parting of the ways, except for their being together on the Hudnut program. Denny is looking for another girl vocalist. He's auditioning them almost daily, He wants a girl who hasn't been exploited... Will Osborne is another ork pilot looking for a female vocalist.

# A & P Looking Around

boys are now part of the Buddy Rogers' band which opened at the Paradise in New York.

Milton Watson, the "Evening in Paris' tenor soloist, is listening to other solos these days as he paces the floor in the wee hours — for his baby daughter is teething.

The Borrah Minnevitch show now on WOR is to extend to a half dozen cities including Chicago. Indianapolis and Columbus, with St. Louis to follow almost immediately . . They're building a "round table" show at which a famous unannounced guest such as George Jean Nathan or Heywood Broun will appear . . Do Re and Mi, the harmonizing girls, exit from the Camel Caravan, and rumors are rife around the corridors of the broadcast cathedrals to the effect that there will be more shaking-up on that program. But at least, the soothsayers tell us, Glen Gray and his Casa Loma outfit will tay, whatever else may happen . Florence Desmond, the British impersonator, who was a recent guest star with the Ipana Troubadours, pleased the sponsor's agency by imitating the last six guest stars they had on the program, just to prove that she is a regular radio listener . Eddy Duchin's band, long a favorite of the debs, played for a party at the Shoreham Hotel in Washington for President Roosevelt last Tuesday.

The Revelers will return to making records of popular songs after a four-year lay-off due to shrinking record sales . . . . . . . . . . . . . . . . You can't budge Tony Wons' dog from the loudspeaker when Tony is broadcasting. He knows his master's voice . . . . . . . . . . . . Sponsors of the Hinds' Hall of Fame show on Sunday nights have definitely signed

ter's voice . Sponsors of the Hinds Hall of Fame show on Sun-day nights have definitely signed their talent up to April I. They



will be heard as follows: Helen Haves, February 11: George Gershwin, February 18: Mischa Elman, February 25: Clarence Buddington Kelland, March 4: John Charles Thomas, March 11: Joe Cook, March 18: Irene Dunne, March 25: and Frances Alda, April 1. . . . James Melton missed a new commercial by not being able to be in town for the starting of the program, due to his present concert tour with George Gershwin . The Mills Brothers have been signed for a third picture to be filmed while they are on the coast, RKO-Radio's musical starring Jimmy Durante and titled "Dynamite." The other two pictures in which they will appear are M-G-M's pext Marion Davies feature, "Operator 13." in which the four boys will play roles as well as sing, and "Hot Air." Warner Brothers musical.

Captain Phillips H Lord (Seth Parker) is quite the busy man these days Writing a weekly half-hour program, casting it, directing it and playing the leading role in it, are but a few of the things that keep him occupied during the week Besides this he is supervising an expedition around the world that will take fifteen months . . . writing magazine stories — planning his



stories for the motion pictures that he will make on his cruise attending special luncheons and dinners in his honor. Any one of these things would keep the average man pienty busy but Phil Lord manages to do them all I wonder what he does in his spare time.

When Buddy Rogers flew in from Washington for his opening Roger Wolfe Kahn took a few of your favorite orchestra pilots up in his plane and flew thirty miles out to meet Buddy, both planes landing together Would you call that Music in the Air<sup>2</sup>

## Dick's His Own Favorite

Many letters come in the mail, but this one gave more chuckles than any I've received of late. Dear Marty I noticed that you are conducting a poll in the RADIO GUIDE for the most famous star. In my numble estimation the greatest band leader in the world is Richard Himbes Why don't you give this deserving young magnitude the greatest he deserves? I have listened carefully to all of the programs and have never missed one of them And in my estimation his band in the acme of perfection. I have followed his meteoric rise on the radio from the Essea House to the Ritz-Cariton, and

the radio from the Essex House to the Ritz-Cariton, and I am proud to cast my wore for this handsome, dashing, popular composer and director, Richard Himber.

Assuring you that my opinion is absolutely impartial, i am. Sincerely rours. RICHARD HIMBER.

Robert Summons is recovering from the effects of a trost-bitten ear. Bob hitched his horse to a sulky for the first time, and took a ride in the country near his Cornwall. New York, estate, He got on a detour which took nim miles out of the way, and when he finally reached home he found that the cold had affected his right ear, Mrs. Graham McNamee, the brand new bride of the NBC announcer, accompanied Graham to the studios.

BOWES presided at Hotel Astor's President's Ball interviewer.

Hotel Astor's
President's Ball

Sensing a story at last, "What is your part in the work?" "Well,"

said Portland, "I sharpen Fred's pencils."

Helen Pickens didn't give the last issue of Roose Gume a chance to get on the newsstands in which this column announced her engagement, when she ups and middle-aisles it with Salvator M. Curioni, whom she met

out on the coast while making a picture. Helen will continue her musical career... Vivien Ruth is writing a number of Mother Goose rhymes into popular ditties which she hopes to perfect well enough to be able to present them on her Happy Wonder Bakers' programs. She is working in collaboration with a younger sister on these tunes. Vivien informs me that sister is a born composer... Ozzie Nelson's football habits, contracted while he was an All-American quarterback at Rutgers, still stick with him. During rehearsals Ozzie calls off the numbers of the songs which each of his musicians has in his book, and each man is required to be able to answer without a moment's hesitation the name of the song called for. It's a system, Ozzie claims, that reduces delay both at the rehearsals and at the actual broadcasts.

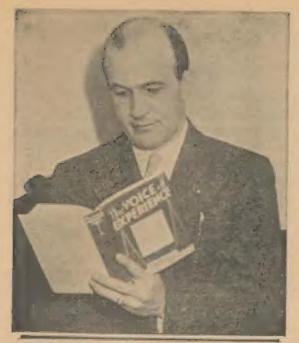
ROSALINE GREENE has no trouble in get-

ting champions to defend her, even if her protag-onists are only tough characters in her dramatic sketches

that reduces delay both at the rehearsals and at the actual broadcasts.

It actually happened—the Don Hall Trio got the squelch of their lives last week. They attended a neighborhood movie house where a bouncing-ball "short" was being shown. The trio were singing lustily as they followed the bouncing ball over the lyrics of a popular song, when a neighbor rudely interrupted them with: "Why don't you learn how to sing? You're way off key!"

Harriett Hilliard gets her final decree this month, and rumors still persist that she will immediately become Mrs. Ozzie Nelson. However, the blond eyeful insists that she has no thought of a marital hookup with her boss bandleader. (Continued on Page 26)



The Voice of Experience reading the book that he will ward for solutions to readers' problem

F you have a perplexing problem, perhaps some Rano Gume reader can solve it.

The Voice of Experience realizes that life is a good teacher and that those who have gone through certain difficulties become the best teachers and advisors for those passing through similar troubles. The Voice, therefore, is giving each reader an opportunity to have his say and to expound philosophy on problems submitted. A double benefit is thereby enjoyed. Some readers will dispense advice and assistance. Other readers will receive it. It can be your turn either way, any will receive it. It can be your turn either way, any

For months readers have been familiar with the

# WHY NOT BE an UNDERSTUDY FOR VOICE OF EXPERIENCE?

solutions for soul, mind and heart troubles as offered by The Voice of Experience. This service now be-comes broadened in that it encompasses the solutions and opinions of as many as care to offer them. This means that actual facts, tactics, decisions and results relating to experiences had by others can be brought

Who knows what bitter heartache may be healed by the counsel of some reader able to think back upon a similar trouble now in the mellowed past?

In each issue of Radio Guine will appear a letter containing the disturbing problem of a reader or radio listener. It will be selected for its general interest by The Voice from his daily reams of mail.

Thus he turns over to sympathetic readers a matter extremely vital to some one, asking others to focus attention upon it, and to send in their best judgment for its solution. Any reader of Radio Guide is urged to put himself in the place of the writer of the printed letter, and then advise what action should be taken, or what decision made.

This advice should be addressed to The Voice of

This advice should be addressed to The Voice of Experience. From among the letters received, those that seem to bear closest upon the problem and to contain the most helpful solutions, will be published in

tain the most helpful solutions, will be published in these columns.

The efforts of all those who by their time and attention thus attempt to assuage the suffering or to remove the perplexity of a fellow reader, will be in line for reward.

Ine for reward.

To five of the persons whose letters are chosen for publication, will be mailed a deluxe edition of the book.

"The Voice of Experience," written by the master. He will autograph each copy.

The five more persons whose solutions are chosen, will be given a copy of the regular edition of the volume.

Herewith is printed the problem of a concerned

mother. Help her to decide what attit what liberties to allow her daughter, Help her to decide what attitude to take and erties to allow her daughter. Send it in to

Do not allow your letter to be more than two hundred words long and write only on one side of the

The soundness of your judgment and the breadth

of your experience as expressed by your advice will be the basis of selection in choosing the ten letters.

Send in your solution to the problem in the box below to the Voice of Experience, c/o Radio Guior, 551 Fifth Avenue, New York City, N. Y.

## Anxious Mother

Dear Voice of Experience:

I have two daughters, one seventeen, the other nineteen. These girls have been accustomed to attend dances together, accompanied by their boy friends.

Last month the older girl married and moved to another city. I have refused to allow the seventeen-year-old to go to any dances since her sister married.

She claims that I am old-fashioned and that, since I approve of her boy-friend, I should trust her in his company. But he is only eighteen and, to me, they seem just a couple of kids.

I have promised to abide by your decision. Should I allow her to go to the dances

## MR. FAIRFAX KNOWS TH **ANSWERS**

Arthur Fairfax, a veteran of radio who knows all the stars personally, will do his utmost to answer your query in the earliest possible issue of RADIO GUIDE. The only exceptions will be those questions that are not of sufficient general interest to merit response in print; and such inquiries will be answered direct, if accompanied by a stamped envelope. Address all questions to Arthur Fairfax, RADIO GUIDE, 423 Plymouth Court, Chicago, Ill.

Mrs. R. C., Stevens Point, Wisc.—Andrea Marsh, separated from the microphone when her arm was broken in a recent automobile crash, is resting in New York. Her return to radio with a band for a background is currently rumored, but there is nothing concert and

Cora Jones, New York, N. Y.—Address one or all of the Mills Brothers at KHJ, Los Angeles, Calif.

Mrs. Roy R., Gary, Ind.—No radio bookings right now for J. B. and Mae. Their series at WJJD terminated and no renewal is in sight.

E. T., Moncton, N. B., Canada—Nancy of "Just-Plain Bill" is Miss Mildred Hark, a talented young lady with a splendid theatrical background. She takes occasional roles in other programs and will be heard soon as the heroine in WGN's new radio mystery show. "Behind The Scenes"

G. Reich, New York, N. Y.—No radio record on Radio Rogues. The trio, which appeared in the recent Crosby flicker, was probably mustered from the pleth-ora of talent which abounds in Hollywood.

Theodore Day, Beverly, Mass. — The March of Time roles are enacted by persons selected because of the similarity of their voices to those of the characters to be enacted. No recordings are used. The Roosevelt voice was that of Wm. P. Adams, now stilled, so far as imitations of the chief executive go, because of a request directly from the White House.

Mrs. M. J. H., Evanston, III.—Through the medium of Mr. Fairfax. Steele apologizes for his precipitate announcement about Bradley Kincaid. His information about the presentation of the "Mountain Boy" on WJJD was supposedly authoritative, but like a great many "tips" turned out to be a dud. Kincaid has five programs a week (8:30 a. m. CST) originating at WGY, Schenectady, and radiated over an NBC network. Nearest station to Chicago, carrying the program, is WTAM, Cleveland.

Mrs. George S., New Haven, Conn.-Wayne King a native of Savannah, Illinois, which automatically stamps him as American. He says, however, that he is directly descended from Pennsylvania Dutch families which gives him the unqualified right to boast pure American heritage.

Dorothy S., Plano, III.—Your problem, Dorothy, is a little outside our jurisdiction, but because it is presented to us so frequently we trust that our reply will be informative not alone to you but to all other aspirants for a place in radio. Your best bet is to get on the staff of some small radio station. If your voice is worthwhile and you have the right sort of singing style, you will make your way to the top regardless of obstacles. The big studios are swamped with audition requests and you would probably be lost in the mob, So try a small-town station because that is the closest approach to that mythical road to fame.

C. M. P., Pennsylvania—To obtain a photograph of Frances Langford, address your request to her care of the National Broadcasting company, New York,

Mrs. E. F. K., Coaldale, Penn,—The parts of Marion and Jim are taken by Marion and Jim Jordan, who are husband and wife in real life. Betty of the Betty and Bob programs is Beatrice Churchill. She is still single. Bob is enacted by Don Ameche whose wife was formerly Miss Honore Prendergast, a nurse whose home was in Dubuque, Iowa.

Gwen J., Chicago, III.—Don't know what NBC's idea was in presenting Ralph Kirbery on that midnight spot, but that's all over now. Kirbery fans can now hear him each Friday morning at 9:30 CST, on a WEAF network which brings him to Chicago over

P. S. M., Hamilton, Ohio—Roy Atwell is not broad-casting at the present time. Since leaving the Fred Allen show he has been on tour in the theaters and at this writing there is no hint that he will return to the air.

Theodore W., Pottsville, Pa — A recent article from our Cincinnati scribe mentioned the return to the air of Dr. Glenn Allen with a new series of his dog talks. It is our suggestion that you write directly to station WLW for a listing of this particular program.

F. B. N., Newark, N. J.—Yes, Eddie Cantor really has five daughters, and Ida is his wife's actual name. Your question about radio's most beautiful girl is a poser. It would be hard to select anyone for the title

because so many are so very good-looking and besides if I had a choice I would be too tactful to express it.

Mrs. E. C., Poughkeepsie, N. Y.—George Cohan has always been connected in one way or another, with the stage. He was what is best known as a "hoofer," and for many years was the outstanding feature of the act known as "The Four Cohans," comprised of himself, his father, his mother, and his sister. Josephine. After death broke up this quartet Cohan became the star in several musical comedies, for most of which he wrote the music. He is a prolific composer but will probably be remembered most vividly for his famous war-song, "Over There." He then turned to producing for the theater and has several successes to his credit. His returns to acting are sporadic. He is in his middle fifties and is of direct Irish descent on both sides of his family.

Miss O. O., Madison, Wis.—Bucky Harris, former-ly of WIBO, is now one of the mysterious "higher-ups" in the interesting production department of NBC's Chicago studios. Plummer advises that he has inter-viewed the folks you asked for within the past five months, but he will possibly bring them before the microphone again ere the Spring rains begin.

B. G. H., Helena, Mont.—Clara, Lu and Em are positively not sisters. And don't be fooled by their bucolic costumes. In their campus togs, which they wear with ease and distinction they are the typical coed type and quite easy on the eyes. The odd apparel is a gag calculated to create the homely atmosphere for their act.

Wilson Rouse, Janesville. Wis.—Borrah Minevitch and his Rascals have no chain program at present However if you can drag in WOR. Newark, N. J., between 7:30 and 8 p. m. CST, on Tuesdays, you can hear their local broadcast. A network is contemplated.

Y. L. K., Pensacola, Fia.—Lee Sim's connection with the theater and radio dates back to his youthful days as a novelty pianist. Today he is the proprietor of one of the country's largest piano schools and is expected soon to launch a "teach yourself" course, said to be the most thorough ever devised Ruth Etting is married to M Snyder, of Chicago.

J. V. N., Minneapolis, Minn.—Sen Kaney, one time announcer around Chicago studios, now is one of the dignitaries of NBC, with headquarters in Chicago. He is heard on rare occasions on the air. To get an audition for the WLS Barn Dance crew, address Earl Kurtze, care of the Prairie Farmer Station, 1230 West. Washington, Chicago, III,

FROM CHOIR BOYS INTO JUST a TRIO of SCAMPS

NLY God can make a trio, some broadway wag is said to have paraphrased. He meant nothing serious, and little did he realize that he had excited the skeptics in Bagdad-on-the-Hudson to such an extent that they formed a research body to find the trio that God had created.

Anithophel Droopnagle, a distant relative of the renowned Colonel—only the latter spells his name differently—found the spoor in the neighborhood of the National Broadcasting Company. Bending his nose as low to the ground as a yet unbroken pair of suspenders would allow, he followed the scent to a studio in the far reaches of the Radio City huilding.

His efforts were rewarded, for in the studio he found Dal Calkins, Ed MacDowell and Jay Fallon carrying on in such a manner as only trios can. "Hey, are youse guys a trio?" he interrogated. They were, he discovered; and, what is more rare, they were a good trio, he was unblushingly told. Taking full notes, Droopnagle made his report immediately to the American Society of "Tisn'ters and I Don't Believers".

It was voted that this trio be identified as The Three Scamps, because that was their name. Prefacing his speech with the remark that The Three Scamps' success is a final proof that a solid church attendance in early childhood assures a steady and lucrative income in one's early manhood. Ahithophel revealed:

All three, Calkins, MacDowell and Fallon, first sang together in the choir of St. Peter's Church in Jersey City.

Delving further into the private lives of his specimens, Ahithophel disclosed that Calkins, before he became an established trio singer, was (1) program director on a station; (2) accompanist to a singer whose drunken outbursts were hastily covered with crashing crescendos by the alert pianist; (3) press agent; and (4) Number One Boy in Jersey City's WAAT.

Jay Fallon's life, aside from his choir singing propensities, was uneventful until one day, while minding his own business—he says apologetically—he found himself with a ukclele in his hands. What else could an honorable man

honorable man do? he asks. He played the ukelele until he mastered it.

Young Fallon began to play everything that had strings on it. All this happened before he was sixteen. It wasn't until many years later that his talents reached their finest flower. He found Calkins again, remembered that Calkins played the piano; went looking for MacDowell but couldn't find him.

MacDowell was finally located before the prospective trio disintegrated completely. He was working for the Western Electric Company and refused to listen to the pleas of the two friends. He had been in Europe with Paul Specht and had toured the country in a vaudeville act that demanded his cornet playing and his singing five times a day.

The next day MacDowell appeared before his sing-ing friends and told them that they were now a trio again. It seems that MacDowell had been fired. Their success as a trio was instantaneous. Rudy



Jay Fallon when virtue was triumphing and (top picture) Jay making it pay

Vallee, hearing them rehearsing their act in a music publisher's office, put them on his variety hour. NBC picked them up from there.

At present they are on the air five times a week. And if a commercial program they expect to take them up does take them up, you will pick them up on the air more times than you do the announcers.

# How GALE a Lucky DIME

T'S ONE thing to get something, and another thing to hold it."

T'S ONE thing to get something, and another thing to hold it."

A serious expression came into the brown eyes of Gale Page when she expressed herself in those words. Then a smile overspread her face as she added: "I was lucky to get a chance on the air, and I love it, so I am going to try hard to make good."

Miss Page's appealing contraito voice is heard over the NBC network with the Climalene Carnival from 10:30 to II CST each Tuesday and Thursday morning.

Like many girls gifted by the gods with a thrilling voice, Miss Page, during her school days, dreatned and planned of being the finest kind of singer.

"That meant opera, I guess," she says. "But now my ambition is to sing in the finest way I can, the most songs the greatest number of people want. It's more fun. I guess that's why I changed my ambition."

This brunette came to Chicago last fall from her home in Spokane, Washington, and has been appearing nightly at the Palmer House. She is a "blues" singer, in the usually accepted sense of the description. However, ask her what type of song she likes to sing and she will tell you: "I want to be able to do all the popular ones. There are many types, although sometimes they are difficult to distinguish and they are not all "blues" songs.

Miss Page has much vivacity charmingly held in check by a wistful eagerness to make good in the work.

all "blues" songs.

Miss Page has much vivacity charmingly held in check by a wistful eagerness to make good in the work she loves. Although the excellence of her voice "speaks" for itself, you would find difficulty in shaking her from the belief that she has been a child of luck.

"My connection with NBC resulted from my lucky dime," she argues. "One Saturday I was riding home in a cab with thirty cents and my lucky dime. I had

carried it for years. The cab fare was forty cents. Whew! I hated doing it, but I was going to have to 'blow' my lucky dime. I let the cab driver know it had to be that dime. He told me to keep it, and when I went to NBC with it Monday morning. I was signed." And Miss Page smiled a "so there!" with this proof of her "hate".

She doesn't take any chances yet. "I always keep my fingers crossed when I stand before a mike. Yes, literally," she adds, with that intensity that is not the least of her charm.

# end Me a Star?

THE DAY may yet come when, following the lead of baseball teams and film concerns, Mr. Paley of the Columbia network wil engage in a conversation of this sort with Mr. Aylesworth of NBC:

"Listen, Mr. Aylesworth, I'll swap you Kate Smith for the King's Jesters and ten grand in cash. Or will you lend me a baritone for two tenors? I'm making up a quartet."

a quartet.

a quartet."
Sounds queer, doesn't it? Yet one day recently Verna Burke, NBC's red headed singer, was loaned to WTIC in Hartford to bolster an ailing program. The station found itself without any female singers, and appealed to the network moguls who established this tadio precedent. Miss Burke has been unusually successful and has extended her original one-week engagement to three weeks.

ment to three weeks.

She sings with Norman Cloutier's orchestra at 3:30 p. m. CST Fridays.

# Your Birth Chart

RADIO GUIDE has met the numerous requests that bave been sent in, and has inaugurated a department of astrology. In an effort to find the best available authority in this science of the ages, Radio Guide considers itself fortunate in obtaining no less a seer than Professor Z. Reliek, His astrological findings will be in Radio Guide exclusively.

# By Professor Z. Rellek

S OME radio celebrities whose birthdays fall during the week ending February tenth, are typical Acquarius children, retiring by nature yet showing splendid progress through contact with their fellowmen. They show that their ability to overcome that natural disposition is carrying them on to the heights where they deserve to be. They are Truman Bradley, announcer, whose birthday is February 8th; and another announcer who was born on the same day of the month. Don Ball. Another child of Acquarius is Walter Preston, nationally known singer.

If your birthday falls within the house Acquarius, know that Uranus, your planet, is passing in transition from the house of Aries to Taurus during 1934. And Uranus will carry Acquarius children from many influences that have tended to retard progress. This is a year for Acquarians to shake loose from old ties, particularly from prejudices and imagined enmities. Uranus will see to it that Acquarius children will find opportunity and progress from sources they now think are closed to them, because

of enmity. This is 19341

# IN CASH AWARDS \$10,000.00

submitting a solution to the Radio Trail Puzzle, thereby indicates his agreement to accept the decision of the Judges of the Contest as final in all matters. These Judges will be selected by Radio Guma and will have full supervision of the Contest.

In the diagram at the right, Radio Stations Trail Puzzle is presented in its entirety. You will observe a big square divided into 676 smaller squares, arranged in 26 rows of 26 squares each. Each of these smaller squares contains one letter of the alphabet, except the black square in the lower right corner, which is the Goal. In order to make 2 correct radio trail through the the maze of 676 letters the contestant must start in the square in the upper left hand corner, containing the letter "W." The arrow at the top of the large square indicates where the trail begins. From the square containing the letter "W." draw a line starting the trail which must pass through successive squares until the Goal in the lower right hand corner is reached.

The trail may move in either a horizontal or vertical direction, not more than three nor less than two squares at a time. The trail may not at any time move in a diagonal direction, it may not cross itself, nor may it enter the same square twice. It must always change at right angles, passing through successive squares until it reaches the Goal.

When the contestant has completed the trail he should make a list of the letters which mark the squares through which it has passed. If he has a correct trail he will have 250 letters and every letter in the alphabet will appear at least once. If it fails to meet this test it is not a perfect trail.

The 250 letters on the list should be used to build up station calls of radio stations, and each of these 250 letters may be used only the same number of times it appears on the list.

In other words, if the contestant used only four-letters stations he would be able to make a maximum of 62 station calls and one four-letter call, he would have a list of 83 stations, and no letters remaining

including data concerning their relative importance, will be furnished in the form of a printed roster, free of charge to every person who forwards to RADIO GUIDE a stamped envelope, self-addressed, with a request for this list.

Remember that neatness and the importance of the stations selected, will be determining factors in selecting the winners. Only correct trails will be considered. All solutions must be submitted on the form appearing in Radio Guide, or a fac-simile thereof. They should be mailed to: Radio Guide Puzzle Contest, c/o Radio Guide, 423 Plymouth Court, Chicago, Illinois.

# List of Prizes Offered in Radio Trail Puzzle Contest

1st Prize	\$2,500.00
2nd Prize	\$1,000.00
3rd Prize	\$250.00
4th Prize	\$100.00
5th Prize	75.00
6th Prize	50.00
7th Prize	25.00
50 individual awards, \$10.00 each,	500.00
100 individual awards, \$5.00 each,	500.00
warm tach,	-

These awards will be doubled to any winner who is a yearly subscriber to RADIO GUIDE at the time of the closing of the contest, thus making the total cash \$10,000.00 available to prize winners

\$5,000.00

STATIONS RADIO The trail begins where the arrow indicates and ends at the Goal, the black square in the lower right hand corner

<b>.</b> 4											_		-							10000	-	-	1000		
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# OF STARDO

A wonderful voice, yes? But how can one sing if one has not lived? Two things you must experience before you ever will be great. You must have a baby. And you must suffer!"

Madame Ernestine Schumann-Heink said this to fifteen-year-old Viola Philo.

"But Madame," the startled child protested, "I cannot have a baby. I am not married!"

"Then get married," was the diva's reply to the objection. "Life," she added cynically, "will bring the suffering."

cannot have a baby. I am not married!"

"Then get married." was the diva's reply to the objection. "Life," she added cynically, "will bring the suffering."

For a time, it appeared that the great singer had wasted her advice. At seventeen Viola was skyrocketed to fame. True, when the great Gatti Casazza, of the Metropolitan, first consented to hear her, he had little interest; indeed, he is said to have given his time to hear the girl only because of her mother and father, both of whom were musically prominent.

However, when the audition hour arrived and the impresario heard the first note that rose from the throat of the girl, he hterally pricked up his ears in recognition that here was a "find." He made her a member of the Metropolitan, goal of all singers. At seventeen Viola was successful. For a year she studied and sang and mastered thirteen difficult roles.

The famous Shumann-Heink's wisdom was great, her advice sound, it was granted; but Viola Philo seemed an exception to it. Certainly the young songster had suffered little in her life, and she never had had a baby.

Then in stepped fate. Viola had had her way with success. Now life was to have its way with her. In the guise of love it confronted her, and at eighteen the girl fell an easy victim. Defying the clause in her contract she married, and shortly afterward left the Metropolitan to await the birth of a baby.

Viola had achieved one of the prerequisites to greatness according to Madame Schumann-Heink.

The baby came and the young mother was intensely happy. But real as it was, the joy seemed destined to become but a dream compared with the reality of the blows life had immediately in store for her. Her adored father and mother, to whom she always had been completely devoted, died within a short time of each other.

So complete was this sorrow that instead of making

been completely devoted, died within a short time of each other.

So complete was this sorrow that instead of making the singer great, as Schumann-Heink had indicated might be the case, it seemed to forecast the end Viola, prostrated from grief, became gravely ill. As a final calamity, she lost her voice altogether. For three years she did not sing a note.

Suddenly, the singer does not know how, her voice was regained. Suddenly she could sing once again. Suddenly it became apparent that Schumann-Heink's words were prophetic. The new voice had that quality of poignancy that changed Viola from a woman with a wonderful voice, to a great singer. And those who heard her when she went on the air, recognized that here was more than vocal beauty that had been Viola's even back in those triumphant days in the Metropolitan.

"I didn't understand the full meaning of Schumann-Heink's words when I heard them," Viola has said, "but time is a teacher of many things."

After the singer regained her voice, she gave concerts in New York and later made a concert tour of all the principal cities of the country. She toured Europe. On her return Roxy heard her and persuaded her to become a member of the famous "Roxy's Gang,"

Recently NBC gave her a period of her own, one of the choice sustaining spots, Thursday nights at 10 o'clock, immediately following Whiteman on the WEAP network. This singer came by her talent naturally. Her father, Joseph Philo, was an orchestra conductor and a violinist of note; and her mother, Freda Philo, a pianist. An uncle was concert manager for Melba,

# 'Eggs" Marks the Spot

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The use of this department is gord a y offered to every reader of AADID GUIDE who has a thought to express and a desire to express it LETS ALL GET TOGETHER and TALK THINGS OVER Here is a forum to which everybody is cordially invited. Address all letters to VOICE OF THE LISTEN-ER, Radio Gaide, 423 Pymouth Court, Chicago. Ill.

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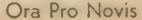
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Chicago, Ill.

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## Notice

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# Sunday, February 4

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# High Spot Selections For The Day

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Binski, conductor NBC WENR network
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to 10 p.m.—Jae Proce NBC W.S retwork

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By Harry Steele

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# Monday, February 5

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WFBM-1, WJD-E Is a roll Blue WLW-IP to the land Blue WMAQ-No of the land Blue WOC WHO-N F F 3rd G 25 P.M.

KYW--IT - Tate WENR-Sports Reports 6:30 PM. MBC-Mic ex II on 1 The Jesters. Red, Warm and Gos Mill Rette bere plantst WEST WATG WIND WIAM WOC WHO

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WEAF WBBM CAS WARE WE'S KMOX

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de Servici Scher Latker Morin W.Z. William Lather and Jack Parker, de Lotte W.W. W.CO. K.MOX. W.B.B.M.

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7-15 PM.

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7:30 P.M.

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8 30 P M.

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KYW-CO. DEN STAN

WGN -P T WEST STAN

WIND-S, CONSERTING THE TOTAL

8 45 P.M.

KYW—So Proto WGN I S I I I I I WIND—II S 3.00 P.M.

NBC-Car San to e. of Hor Creek Or estra Monat I I class contactor Quest 1 I am I can to entire destration from the destrainment of the I will be the Mark WIM

COS—WAY KANAN O CHESTA WARD WOWO WAS KNOWN ROOM WHEN WHEN WHEN WHEN WHEN WENE LATES WOND—N TO COME OF SECTION OF SECTION

KYW-Crex, Water Crystals WGN-Mark Lone bass, Orchestra WIND-sile sex Men 9:30 P.M.

CBS—C. m. News Service WARC WOWO NBC—K 7 spr story WEAF WEAM WDAF KMOX—Harman and KYW—Nations, Radio For a WBBM—Five Star Melody, David Calvin; Melody

WCCO—Putpourn

# REVIEWING RADIC

# By Martin J. Porter

Till the groups going be different is what I the integraphed to Creation it Note that he is the extra Creation is the traditional continuous and continuous integrals and the integral of the extra continuous areas of Note the extra continuous and the extra continuous areas of the extra continuous and the extra continuous areas of the extra continuous and the extra continuous areas of the extra continuous and the extra continuous areas of the extra continuous and the extra continuous and the extra continuous areas of the extra continuous and the extra continuous areas of the extra continuous and the extra continuous areas of the extra continuous and the extra continuous areas of the extra continuous and the extra continuous areas of the extra continuous and the extra continuous areas of the extra continuous and the extra continuous areas of the extra continuous and the extra continuous areas of the extra continuous and the extra continuous areas of the extra continuous and the extra continuous areas of the extra

Rate Smith flashes from Sioux City, lown the breathless infor-mation that the Indians out there held a pow wow in honor of the gal and christened her. "The Songbird of the Sioux" of the Stoux

SO IIII P MI they is a true stry. A couple of cones who may, show they were with a veryther to a noor who sels (I hope a tempther to a noor was take to the street beat near section with twitter (sponsor placed the tag be one the board of directs who edded to at the conection we satis.

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9-45 P.M.

CBS—N · N. WIRM WHAS AMON WITH SAMON S

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NBC-Fold ( The Control WIX WINE NBC-Date Of the Control WEAF WOAF WON

WHO
COS—I tro Jok 1, the Corchestra
WHY KYON WOOD WIND WEBM
KYW—You I Prosente
WMAQ—Coron Mobiles Combestra
WYAM—Mice Species Combestra
11:40 P.M.

WDAF | C | C | De try
WGN - C | C | De try
WIND-N | De try | C | De try
WMAQ-d | C | Steel | C | Steel

WGN—Crarke ( 11.30 P.M.

WGN—R chard the Orchestra 11 45 P.M. KMOX—When Pas Dear, organ

WGN I

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## 12 00 Mid

WGN--- 1 . . . h w - (qchestra;

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# "THE BIG

MONDAYS 830 CB.S.

EX LAX THE CHOCOLATE LAXATIVE

## JEAN PAUL KING

ANNOUNCING AND PRODUCING "CLARA, LU, 'N' EM" MON TUFS WED THURS FRI.
NEC 5 15 AM CST

Amazing St Device Does Away With It ENTIRELY! Special Tuning Feature improves Selectivity, Tone

State last and a state of a state

SEND NO MONEY

Try It 5 Dave
at Our Risk!

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Address
Check here if KNt LOXING \$1 thus earing postage charged Name refund Guarantee sights
OKALERS Wette for proposition

# Tuesday, February 6

luesday, Feb
MORNING
NBC-1
WES-the tley's A. W.
NBC - I and
MBC - It was the North Wilder
WEBM B B M M Street WIND-W 1 WIND-W 1 WLW 1'S MARKET THE STREET
8 55 4 H.
WCCO-Norman Control Speak Speak Speak
MECOLUMN ATTENDED TO THE METER OF THE METER
WCCO-Fik Sold WFBM - Link Book of t WGN or a control WHAS - Blanck Book of t Will be place to be forceoffe, Dr. Bun- ok - Fic. WUW - J. N Book of to the March Cork
WMAQ F F F F F F F F F F F F F F F F F F F
M8C-1 F
NBC - L NIV HCY CBS-( ) N N N N N N N N N N N N N N N N N N
WBBM-contact of the Miles contest to No. 1 and the Borne
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CBS - More Wish WCCO WITAS
NBC W. Product 133 WDAF KMOX Les Capare Sides women a program WBBM D. Les Ca WFBM WGN -Mins to the Les Sides's Mal Bog WJJD D. Les Capare WJW-Bit to the season WW-Bit to the season WMAQ-Tay Cabaret
WOWO-kneer [ wild Brity WTAM
WCCO-Stell Market Car all WGN I was a Sava's Mar How and Weather Report
NBC Serving Strongs, strong ensemble WJZ
COS—100 Fr. mater WARC WHAS WEBM WALL KNOW WBBM W Broley Bearly Talk WFBM—1 July 2 Fr WIJD—Happy Crystaleee WLW—I short Brack violinist WOC WHO—Rayoff Miller
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      VGN
WIND-1 1 1 1 1 1 1 1 C
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NBC | Loes' Con art Inventile Will | KMOV = 1 | Loen | Congres | WEBM | Loen | Congres | WCCO = 1 | Loen | Loen | Loen | Loen | Congres | Cong
        WBBM—s I reconst J regions WCCO—Non-1s 11:45 A.M.
         WBBM-Fro k W ... ir a, Jules Sten, pian
        WGN- Health a 1 I more WITO Radio Guide Interviews with Evans Plum
      WES-West er Roport
WTAM-W-ster ( ; Lovestock Markets,
Dar O ' ' '
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## AFTERNOON

12:00 Noon

CBS—Mar a Tre Lative French Princess: WABC

ANDA ISBM

WCCO—Mixes Program

WFBM—Howard Factor Circle

WGN—A William Arriver

WIND—Milliam Mediations

WIJD—I as ick Marke a Pril Excus

WIS—C deviated fields Runners

WMAQ—For Velazeo organist (VBC)

WOWO—sar and rinner

WTAM—Orate Melodies

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HIGH SPOT SELECTIONS FOR THE DAY
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2.30 p. m. - International Broadcast from Lamion. White Britism George Bernard Shaw
BBC KYW and CBS WHAS between of Ame a De' I Sahn son of Mayor of Be - NBC 1684Q retween
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NBC M 17 S S S WIN WINN CBS-M S IN Proposition Proposition WIND WIND WIND
      KMOX a ser a la
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         NBC 1 SET THE REST WIND WEST WINDS
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WEBM | Company or Chestra
WEBM | Company or Chestra
WID M | Company or Chestra
WID M | Company or Chestra
WOWO | Company or Chestra
WBBM | Company o
  KYW 1 Chair Walters, Livestack Rewinds William 1 k tenor, Notice Sherr plants WEBM 1 k tenor, Notice Sherr plants WEBM 1 k to a war with the WHRD W. 1 k to a war to a mentate 1250 P.M.

WIJO 11 x 1 x 1 x 1 to a mentate 1700 P.M.

MBC W. W 1 x 1 x 1 to a mentate 1 to a mentate 1 to a war to a mentate 1 to a war to a mentate 1 to a war 
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      WAS R . W Core Je Kelly WLW-S. Cr 1 Cores Je Kelly
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  WBBM S ... W
WIND O ... I terre to
WMAQ — W ... I to all deports
WOC WHO M... M in g s
1:25 P M.
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NBC-5 FER D.1 FARTS due, Marion and Jin John. W.J. KYW.
NBC-1 Fart Jie o in auc aketeb. WDAF CBS the Study of the Air WABC WHAS AND ARRIVED A SEPTION WELL WARD WHAS WELL WARD OF A SHOOT OF A S 145 PM.

NBC-D I Talk Goest Speaker WTAF

WIAM

NBC So I The Smedish Disease WJZ

KYW-Pro of Petros s Household Hints

WGN I The Music

WIND-I so Selectation of Women's Clubs

WIS-I'm A Din

WOC WHO-Mirkets

WOWO-Mide Quartet

WBBM . Market P.M.

CTUESDAY CONTINUED C8S-N: -1 - WAB WICO KNOW WILL BE WILL NBC--- 1 to Orp. in Anna, childrend playlet. NBC-M 3 S N . Y CO WEAF WOO CBS-WOO KNOX WHAS WING THE THE CARC STOP TO THE CARC STOP CBS - . . . A. ) Vo. . . . Boy WBBM
KNIC N WCCC:
NBC-11 W-4 II, 9 - WFAF WMAQ NBC-11 Note Hym Sections (Tob WERR-1 1 (1), cy 18B())
WERR-1 1 (1), cy 18B()
WERR-1 1 (1), cy 18B() NBC - C WEAR WEAR 5,55 P M.

KMOY-STATE A SEE WCCO From A se WOC WHO STATE P SNOW

## NIGHT

WOC WHO TO BE REMAINS AND THE WITH MEDICAL TO THE STATE OF THE WORK AND THE WORK AND THE WOOD THE WOOD

WGN—Freenth Mor WJJO—triffick state WLW—trip at bles WGC-WHO—tdvc re of Juney After

CBS—I for the Man Side of the N Will White White White White White White White White White Whas— of the William Side of the Wi

WHAS— IN THE TO THE THE WIND HAS BONDED TO TH

WIND-Manne Silva of Hellywood: WEAF

REVIEWING RADIO

(Costinued from Page 15)

and dilect exercispect to have an audition with St. Petr. Howers co., Collecting essential berson that the where the sudence en-

tert to make

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A fire six notes notes notes of eternal by a service where everybody his like 12 O. Hint short ships note, the rid of values and all his competition of the notes are in the notes random of celebral perfectors as a continuous control by the notes of the

Ah! The observant radio audience. An Albany newspaper the Post, ran a popularity contest last week. The readers were asked to pick their fayorite comedian of the air. The winner by a large vole, was George Givot who hasn't been on the air in six mouths!

ONE OF THE VIEW Georges E a receit subsection to the first endough of the White least week the trus "Color Established Establi

free for the thing on time for a relational to the last last last last use was not to be stored to the back

its mest at the law to not at to the control of the

## What, No Pretzels?

GREET HAT A to 1 smous to the transport of the

It the proceeding the Member goes from the territory as, 'And year know White he there my slettering

Be they ted the place inferred a beer and the following testing to the following bear-

His wit i teles, Mencken or no

Me kin the case, Mersken or no Me kin that a created the science "It's first that it's exactly what Me tracks and

It's strange that nobody has cracked about radio's going coological Deres the high had wolf, the little press, for Penner's dark, Ed Mynn's boose the birdies that the authoris gross Cantor, I'm Holiz's goose, Booke Carter's pairs and the ever growing herd of crooners

Hill Al US PIST of the which can the transfer to a more day. It is a very year to whom I all that is a new congression give —

CBS - Cr., 1 News Service WASC WOWO KMOX 1 - d - rises WOBM 1 - St. Melozy David Colvin, Melody

WITAM I VII a a Med 9:45 P.M.

10.10 P.M.

| 10.10 P.M. | 10.15 P.M. | 10.15 P.M. | 10.15 P.M. | WHAF WIZE | 10.15 P.M. | WHAF WIZE | 10.15 P.M. | WABC WIND | WAS | WAS

WGN-Jin Garber : Orchestra

11:00 PM M. B. ( ) WIZ WENR NHC-1 I. . . . . . WARE WEBM the ta 11 10 P M. 11-15 P.M. NBC- B ( ... WINO- ... (BS-1 ) ( ... )

NBC- B ( ... ) WEAR WEAR WARE WITH 151 /F West KMOX - WGN- WMAQ- WYAM-I ... 11 45 PM. Area -31 1 % 15 00 Aliq WENR-



EARN up to \$25 A WEEK or calles

# Wednesday, February 7

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MORNING
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NBC-M sters ( W/ WEW
CBS-T of the Look of the WHAS WE
NBC-See Learner & ARE WHAS WE
HELD WATER WORLD WHIN TIME
KYW Man a Cock variety frogram
WBBM-M of Paralle
WDAF-AM, as B of Learn
WGN-tomic America
WIND -Paralle
WJJO-Herry (Clerky Tore Art Linck)
WLS-sk of See Its More and Sange
WOWO-Herry (Cree)
8,15 A M

MBC The Brockly 'to dance band WJZ

WMAQ
NBC—Is the Tris of Whate words and comedy:
WI VE WITW WHE WE I WHATE
CBS to as a fact to the WALLS WEBM
WIND—three cream from
WIJD—We Serve to the Alexander
WLS—Produce Reports
WLS—Produce Reports
WTAM—Health to b V King
8-30 1 M

WTAM—Heaft to the North Boy WEAF

NBC Striller K rate M to Boy WEAF

William to the NAST WIND WEBM

WILLS
KMOX for the Com

WAD In Hint

WES—A striller to the Kar, Bill O'Comfor,

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WIND TO THE TO THE KAR, Bill O'Comfor,

WIND TO THE TO TH

KYW , c k C k
WCO t , c k C k
WHAS c , c a D dy Dean
WIJD The Tops
WIW M I R serves
WMAQ-Prog r Preside
WOC WHO-d - 1 + b
WTAM-Ye , s 1 9,25 A.M.

WOC WHO—S 1 THE

9:30 A M.

NBC—Farse SCALE for many. WEAF KYW

WOR WHO WOLL WITH

CBS—Fase Law desort Gardens: WABC

WOLLOW BLY WAND WEM

WONCO WISS WAND WISM

KMOX—Re Hand Death New to the

WBBM—The Hand Hand New to the

WCCO—Stark Market

WGN—Market Reads for and Salvo's Mail Box

WIJD—Land hat be avoid tes

WIJD—Land hat be avoid tes

WIJD—Land hat be avoid tes

WHAQ ... Can chan or organit

WTAM—The Market Hand of Pedin De

Crity Tons Phase WARC KMOX

WORN WISS

NBC—Boty Canner cook rtake WEAF WEW

WHRM WEST

NBC—bot & Coppor cook or talk: WEAF WEW

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NBC bit Coppor cook or talk: WEAF WEW

WCO—b cas Markets
WHAS—B b A cher Moretan Minstrel
WIND—baseseep balas
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WGN-Movie Personalities WHAS-Musical Revelues

WIND—Witksthon
WIJD—II of the mases, it of C
WLS—transic & Reports
WLW—(transac) & Tolests
WMAQ—Winners Page of the Air
10:15 A.M.
NBC—1 Private to traite. WEAF KYW
WIND WIND
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WIND
KMOX—Privately (if)

WIND

KMOX—Pre o mity (a)

WBBM— herry sulliva songs

WCO—Dr Wro A OBrea

WENR—Todas & Children

WGN—Drain Misse

WLW—Jark Ren

10:20 A M.

WMAQ-51 FA 5110 / (NBC)

NBC-Bally More Interior Decorating, Lew White a treest WEIF WMAQ WIW WOC WII) WIAM

WILL WEAM
CBS—I was 'Are You Estenn'!"; WABC
WAN)
NBC—I was Raid WJZ KYW
KMOX Texto et l.
WBBM In, Keep thechestra
WCCO—Y, ...
WDAF of a School as
WENR was for a confidence Sistera
WHAD—I was selected
WHAD—I was selected
WHAD—I was selected
WINO—H was selected
WINO—H was selected
WINO—H was selected

NBC No. 1 To the control of JR and orchestra

NBC No. 1 NO.

11:45 A.M.

11:45 A.M.

CBS Now Receives Ensemble: WABC WHIN WIND

KMOX—More Esteben

WBBM—From Wilson tenor; Jerry Marlow

WCCO—No Nets

WGN—tood lie attend Training

WIJO—From Regulard fash on adviser

WLS—We ther Report

WOWO—To be Baser's Gane

WTAM—Wenter To Baser's Gane

WTAM—Wenter To Baser's Gane

WIS—Juliar To Baser's mews cast

WIS-Julier T Bendley news cast

## AFTERNOON

12:00 Noon

12:00 Noon

CBS—Marie the Little French Princess: WABC

KNON WBBM

WCCO—Note It lates

WFBM—Roote It Circle

WGN—TML Dia Service

WHAS—At the Lot for ock and Market Reports

WIND—Note Its Markets

WLD—It will be Markets

WLS—It will be Strings, Date Mason and Orchestia. CBS—Marie the Little French Princess: WABC

KNOX WBBM

WCCO—Now I I lates

WFBM—Roo is I in Circle

WFBM—Roo is I in Circle

WFBM—Roo is I in Circle

WFAS—W less late ook and Market Reports

WIND—Now the Wise Willow Now Willow Now the Willow Shoppers, Orchester

WTAM

1:45 P.M.

NBC—Wo a Marie Willow Now that Willow Now the Willow Now the Willow Now the Willow Willow Willow Willow Willow Willow Shoppers, Orchester

KYW—Rex Maupus & Orchester

# HIGH SPOT SELECTIONS FOR THE DAY

The Voice of Shakespeare," talk by Hutchins Hapgood, author and journalist.

NBC WMAQ network

7.00 p.m. - Juck Pear the Baron Chili Hall, Van Steeden's orchestrat NBC WMAQ network.

7.30 p.m. - Albert Spaiding violin'st CBS WBBM network

8.10 p.m. - Troubadous Bernice Claire and Alcanider Gray NBC WMAQ network.

8.15 p.m. - Colonel Stooppagie and Budd CBS WBBM network

8.30 p.m. - John McCormack tenor William Daly's orchest a NBC WENR network

8.30 p.m. - Burny, and Atlen comics Guy Lombardo, orchestra CBS WBBM network.

8.30 p.m. - Fred Alen's Reque Ferde Glote's orchestra NBC WMAQ network

9.00 p.m. - Musica Cluser Tony Cabooch and Adele Star NBC WMAQ network

9.00 p.m. - Ted Forto's o chestra Dick Powell mic CBS WBBM network

9.30 p.m. National Forum Sen Wm. Boran of Idaho NBC WTAM network.

9.10 p.m. - A. Dickens Pageant dramatization NBC WENR network

12 30 P.M.

NBC—Vr., 1820 C. n., 90%, WIZ WMAG

CBS—Lav Vr. Skern WABC KMOX WCCO

NT C V DPM

N8C-oth OPM OF COMMENT WENT WIND AND A COMMENT OF COMME

12.45 P.M.

CBS—Process of Mark Brades WABC WOWO

MOX Vir Met Brades Wabces, Lice

Architecture Wabces, Lice

WABM—Architecture Befor, Norm Sherr, pagist

WCCO—C Census

WGN F Architecture

WHAS—Construction of the tra

WMAQ—D Form Architecture

WMAQ—D Form Architecture

WMAQ—D Form Architecture

WMAQ—D Form Architecture

WOC WHO—Form Architecture

12.50 P.M.

WBBM—Signer of trate
WBBM—Signer of trate
WCC WHO—flage Orders to NBC)

1.30 P.M.

NBC—John and Jane disarrance sketch: WDAF
WCC WHO
NBC—Signer of the Arr WABC WHAS
KMDN WBBM WFBM WCLO
NBC—To Signer in the Balcony, Harold Sander, bright with WTAM
WGN—Lot be explored, Len Salvo, organist
WIND—May Bere Kelber, practs
WJJO—Drimar at or
WLS—Majerts Today's Alexanac
WMAQ—( Salvest United Salvanac)

WBBM I'm Hayes co tealto; Norm Shere,

NBC 1.1 No c ports WIZ WMAQ KMOX 1 S P M see McLaten WIZ WMAQ VC(1) A V I was the less organist WGN A V I was the less organist WGN A V I was the less organist with the less organist was the less organist was the less organist.

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NBC—N Perhas Kar i WDAF WIRE WHAS

KIND WIND

NBC—To it is a serie of talk WABC WHAS

WIT WIND

KYW Is therefore with Aces of the Air

WBBM—Misse of all to comedy

WCCO—Fi Seppec

WGN Die Recht of

WJJO—Misselen Unblieb

WOWG—Gan I River

3:45 P.M.

## (WEDNESDAY CONTINUED)

4.30 P M 

3-13 P.M

WBM I - I was to to. Frances

# NIGHT

6 00 2 51

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NIZ WENE WAY WENE WIND - "

7-00 PM

WEEP WIN W. C. P. (A.) CONTROL

WEEP WIN W. C. P. (M.) S. P. (M.) S.

NBC-Fire and North North Name of Name

NBC-, our a la Company WIZ WIS

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CBS— Var C S The Control Hot will

be the Date Var case the proper WARC

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WOR WHI A S MAN WARE

KYW—U.S. B. Dr. C. a

WGN—T + 1. = 1 - 200

THE PM



## STEPTO CHEGIN

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the year p.g. on thur by Fich outy 8 at
8 p.m. EST were an NBC on twork but
its a cetanity you can here ber ber Sanday
Februara 18 as social with the New York
Phillia mon. Syns, he y ordering on a CBS
WABC network at 2 p.m. CST

NRC-et a 5 c, sheaf wax
WHO
CRS A direction Preside Maco Wolvo
NRC-A a Art, spend WHAQ WENR
KMOX Rhi st the Rees
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WIND I I CAMW

Mary No. 1 Co. 11 00 P M NOTE BUILD WGR - 1 10 P 31. KMOX 9 . h Lie 

10:45 2:38

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12:95 A.M.

# BIG PAY IN BROADCASTING



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Try One 5 Days at Our Risk-More Distance and Volume

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( breat law of dearch cent PF C. O D \$1 00 plan for cents postage.

National Laboratories Dept. D., Fargo, N. Dak.

# Thursday, February 8

## MORNING

8:00 A M.

NBC-Her ( 1 H) (3 0 WEST WAY)

NBC-H ( 1 H) ( 3 0 E) WEST WAY

NBC-H ( 1 H) ( 4 E) WAR WHAS WEBM

KYW (M 1 E) ( 8 E) WAR WHAS WEBM

WEBM-M (F) F FEIF

WBRM—M re Frije
WDAF - Ser Le
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WIND I we have the WID-M See that the test Vetel Deater
WID-M See that the Vetel Deater
WIS-Produce Reporter
WIAM Open I work Mirkets, Health and
II, see Viv. N. 8,25 A.M.

WLS -Be toy's New A.M

8:30 A.M

NBC Brace by A.M. My and Boy WEAF

W ( WISO W. AF

KMOX—B dr. ctor

WIND care base many Gardens (CBS)

WJJD—Hor Hare

WES -1 we Tay as Tac, Gene Autry; Log

(allo Bays

WEW Last Brace and the

WOWO—A town B. ( )

WTAM—Boar t 1 — we Program, Laterature

8:45 A.M.

NBC—W ( Sizer as a WEW WOC WHO

8:45 A.M.

NBC-W f Sizer - k or WEAF WOC WHO

WIND WIND I Pro

WEBM-Mr. Pro

WIND-Wr. 1 - c

WIND-Wr. 1 - c

WIND-Wr. 1 - c

WIND-Wr. 1 - c

WIND-Wr. 2 - c

8:55 A.M.

WBBM -Health and N = B as 9.00 A.M.

CBS this and G get popular songs; WABC KMOX WIND NBC I divin a MacHugh, the Gospel Singer; WJZ

WBBM-Mobil, Calendar WBBM—Melod, Calendar
WCCO—3, a bart
WDAF—Corrago Freenble
WFBM Inc. Bid et Clib
WGN—Kerp & t. b
WHAS—Hangy Jack Turner
WJJD—a Festival
WLS—11 c Firsh, Livestock Receipts; Dr Bundear Hour
WLW—be mad and Grieter, baritone and according

WMAQ... Setting Up Exercises
WOC WHO... Favorite Foods
WOW... Ho sewite Hour
WTAM... Heath at H V King
9:10 A.M.

9:10 A.M.
WCCD—Fraces I crun Jan Rack's Cooking School of the Are 9:15 A.M.
NBC—Carl In a In Sect. h MJ7 WGN CBS—Verg will be Buley Adea WABC With WIND NBC—Very WIND Process of the Process of the WIND NBC—Very Process o

WHAS WIND

NHC -M. P. to WITE WITH

KMOX -Let Cet, to X to, women's program

KYW - m. h. 
WHEM - or I - m. S. C., 13 d

WHAQ -Pro- to Forest

WOC WHO—I F. 100

9.20 A.M.

WHOM - I I - M. Maller County

WBBM ( 1: 1 - Miller, crimite, Note 1: 1 - Mi

NBC-11 Fito hill likes

(\* WAY)

KMOX-1= ; C are Noise." Winar's Pro-

WBDV—No S S B 1 15 Talk
WCCO—St ( ' V' 15 3
WENR—Webs ( ' 16 5)
WJJD—R q 5 1 200
WHD 10 3 1 200
WLW—Schao of 1 250
WCW+O—R set Miler
WOWO—Melody Pa ab (BS)
9150 A.M.

WGN-Weather Report

NBC-Galaxy of Stars controller, bristore, organ; pans WIW WMAQ WOC WHO WIAM

Pain WIW WMAQ WOC WHO WIAM WDAY

NBC t - No., but I WIZ RYW

CBS—Mos to I are talk. WONO WHAS

KMON WRBM

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| KYW | WENR | Joins | Clarker | WENR | Joins | Clarker | WENR | JOINS | TOTAL | TOTAL | WIJO | WIJO

WGN-M. ket Reports

10:30 A.M

NBC Coroll, Gib. Pric. Frank Hazzird,
Kiels and Milly WMAQ WOO WHO

CBS—1 on how he can and Son a Phops

WINE WOWN WHAS KNOX

WE CONDAM

NBC—3 or the control to War he is the part Roth Jordon Talles

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WOWN—A TO THE TALLES

WE ARREST TO TALLES

WE ARREST

RBC-Andle tors, purel WEAF WIAM

CBS—Visice of Experience advice WABC WHAS KMOX WHEN WICO WINVO NBC—Gene Air ild a 4 the Commodores: WJZ WENG

WENZ
KVW-It's Mindon Orchestra
WGN Le Rismers
WHND-P des Drace
WJJD-Bill Possel Hillolly Tunes
WEW One Free Busenu talle
WMAQ-I - Prost
WOCWHO-School Florkery
11 15 A.M.

11 15 A.M.

NBC—Iclass Marsin oner WEAF WTAM

CBS—(the G) WARE WIAS WIND

NBC—W. M. H.D. oner ongs W.J.Z. WENR

KMOX—W. (the M. scal.)

WBBM—V. (the Compand Crackle

WCCO—) W. (the Compand Crackle

WOLD—(the Compand Crackle)

WJD — (the Compand Crackle)

WJD — (the Compand Crackle)

WJD — (the Compand Crackle)

WOC WHO—Markets

WOW WHO—Markets

WOW WHO—Markets

WOW WHO—Markets

WOW WIS — (the Compand Crackle)

WGC—Virian Fig. and Ringe Hour, Forest

NBC—Notice For a d Thine Hour, Forest Service Payor, Orestra WIZ KYW WLW With WHO

KMOX=A for a well of the well

WITH THE REPORT OF THE PARTY OF

WIND-D, so 1 - 11:37 A M. WLS-Bartey's News

# AFTERNOON

12.00 Noon

NBC Piles Value Orchest i WMAQ WTAM

CBS—Marie, Pre Licke French Princess, WABC

KMOX WBBM

WCCO—Noon Hi Lites

WFBM—Hoosier Farm Circle

# HIGH SPOT SELECTIONS FOR THE DAY

11 00 a m - The Voice of Experience CBS WBBM network.
2 15 p m - Rallestin Philadeline Olchestra, NOC WMAQ network.

7-00 p.m.—Rudy Valees, Variety Hous, Just 1 stars, and ordered a NBC WMAQ network, 7-30 p.m.—Vice of America. William Lean Process common after CBS WBBM network 8-90 p.m.—Caption Henry's Shin Bear NBC WMAQ network 8-30 p.m.—Fred Vicing's orchestra quest stall CBS WBBM network 9-00 p.m.—A Justin with Paul Whiteman's orchestra and entertainers, Doems Taylor;

YWP m — A John with Paul Whiteman, orchested and entertainers, Deems Taylor;
This is Jalon's return debut NBC WMAQ rivage
9 copper Ger Gers or the trailer river (BS WBBM network
9 d) p m. Tek Harod teke, Se early of Interior NBC KYW network
9 d) p m. We d Pamere Opera Four Sants in Three Acts by Gerstade Sten CBSWBBM newers.

10 00 pm. Calfornia Melodies, motion picture quest stars. CBS WEBM network.

12:15 P M.

CBS—Jon, Willy Common WARE WCCO RMON WINES

WHAS—or We less
WIND—through the Music

CBS-1. Tres species WABO KMOX WCCO

With With Michael With talk WGN and Life the talk WGN and Life the talk WGN and Life the talk WHAS— for a large of the talk WHAS— for a large of talk Would with Life the talk WOWO— in the large of talk Pant.

NBC—Charles I have short a WARC WOWO NBC—Object to court French. Lay wood With

WIID-Harry Stock News Commentator 1:00 P.M.

CBS—Just Plan B 1 sketch KMOX WCCO WGN WEBM CBS—In 1 of organist WABC WIND NBC Tr be a sized WEAF WOC WHO WIAM WYN

WBBM-1 the and Fastise Cavanaugh radio gos

C8S—Refer of Richa Freet WABC KMOX West West Bit it tauro king WCCO Means to I'v Pivers Association WIND—Self-beauty Liberton Companies WIS Means to I'v Pivers Association WIND—Self-beauty Liberton Companies WIS Means to I'v Leaders Leader Penders 1 20 PM.

WBBM—Self-beauty Mit Mit President N Y C.

Best of Rest

WBBM-L of Mich. 1.30 P.M.

WHO WOAL CHARLE Sheet WOC

1:45 P M.

WEBM 1 . Here could harm Shere WEBM I WCCO-Mark NSC P POL SE OFFICE MAN MOC MHO

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WPO re Will Veteron's Program

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WIND— re de Willer | 1 | to well key Storey

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NBC -W I WIND WIND KYW

CBS—V I WIND WIND For all on Program:

NOV 1. CONTROL Sherr

WBBM— V Note Sherr

WBBM— V Note Sherr

WGN St John Sond Organ

WJJD Ab Vine I worke

WOWO - J. Jan Son and Organ

WJJD Ab Vine I worke

2:45 P.M.

CBS—Control Language Masse. WARC WHAS

CBS—Creek In time of Music WABC WHAS WIND KMOX—I is a Re-crie, Michael McCablien,

KMOX In Receive, on the star with the Exchange WGN—to help per st WJJD—I one of flowing WLW Brance News 2:50 PM,

WCCO-C rts 1 str. s at M and (CBS) 3.00 PM.

3.00 PM.

NBC—Bet v a 1 Bob arma WIZ WLW WLS
NBC—W. A 1 The Sour WEAS WMAQ
WIM WIAP
KMOX—C. 1 State of Mun (CBS)
KVW—S. 25
WBBM—M. Starma & Orctestra
WBBM—H. H. and v s
WIND—H. J. I morter
WJJD—te Benk realist
WOC WHO—L. J. I c
3.13 P.M.
NBC—M.e Verst the Sea talk WOC WHO
halb
WBBM—r. Least
WLS—R unlea bostoreers, Joe Kely
3:70 P.M.
NBC—M.e Mer. P.D. Leon Front Davies

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CTHURSDAY CONTINUED)	6.30 P.M.
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WBBM- \ I'   II   I   I   I	CBS-R on R gers in the . ' Certary' WBB
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WGN i , , ,	KYW 1 _ 1 1 1 1 y
WIAS ( W)	WFBM-1
MN1D - (* ) (*)	WEN IC I han Herry WLW-server Bookland
4-35 P.M.	WOC WHO / ICI
WCCO-linestick Millert Sometry	7:00 P.M.
NUC-E. 1 WOY WOO WHO	WHIE WMAQ WOO WILD WIW BIAM
NBC -1 (the Organ A - e childhood playlets	CBS-1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
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KMOX-1 of Ms, c	WBBM— 1 Second Second
WBBM-1- C Qu-tet	WFBM-1 Fr
WCCO -1 C cin ra	WGN-th 3 is the case
WENRE G FOR FOLDBOAR (NBC)	WIND-H I A Person Association
WIND-IX- I Hambara	WLS-Ten Weem's Ordintra
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4/65 P.M.	CBS-Fine C HI To Ham Side of the
5.00 P 31	KAM-1. / WAS WAS MEED MRPM MEB
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5·15 P.M	7:45 P.M.
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# ON MOTS and Boners

One dollar will be paid for each contribution published

Jan 19 WlW, 5.57 p.m.— Lewell incox. When the truck was hit by a tax the thety three little pigs ran in tilty direct in '-Mrs. John Mat-chua, L.—a. Wis

Jan 10 WILL, II 45 a m—
W. Lum Polisgreve II wers are appropriate whether for weedings funerals
of any other recorations—J. S. Recher,
Hagerstown, Md.

Jan 8 WTAA 8 10 p m —
Gene Ain id The Geodess of Eiberty's
nose is four feet wide and six inches
h p" Alis II C V nee, Tockdale, Tex

Jan 13, WOR, 5 40 p m —

Stelle Severn "I spelk of that age old problem of the nen" Tesne Williams Scranton, Pa.

Jan 15 WGN 11 30 a m—
Ann uners Rulb Valle is on his way
to New York to har a theatrical engagement and to ponder his next move in his
martial artis = Sentord P. Archer,
My onth, 11

WHAS II CA SUST WIND WIS 9-35 PML

10·10 PM WOC WHO--- and Rest v

MBC—Da on the Two Class WJZ WENE CBS—Ale Lyone (tro) thro, WABC WHAS WICO WIND WEBM 18C—Willow South, Orderstra, WEAF WOR

Jan 12, KMBC 857 p.m. Actress. Whe I had to get fired and
were at real to be to be in made mistakes at real to be been by I made mistakes at that I rate identy II Pattee,
Kansa City Mo

Im 14 Wf Al 6 30 p m —
Dr H R E-th Flower lomas parents were to do 2 tool when he was been "-taorge to cer 5 Horitoid, Conn.

Jan 13, WHAS 9 R p m =
Francis Bown of We were served the same tool that our affectors were served your ago -Howard W Gair, Williams, port Pa

Jan & WIS To a m — Finds Proceed a george to sing Mrs. Wes seer of CB acke for Miss Eleanor Kaichar ki Chicogo III

Jan. 13. WBBM, II 33 a. m.—
A no feet 'Jetty Sillivan pranist, will
now that a duet "-I orene J. Reidy St.
Charles II

KMOX 1 . Dank of the tra KYW 1
WB8M->
WGN 1
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WTAM-) 11 15 PM 11 to PM. WGN -4 A 12 00 Wid W-BBM WIND I 

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MarrieAddress
Town State

NBC -, et ( E e \range tome tepor WIAM WIAE
WBBM-1
WENR C. M. C. 1. Ma
WIW-1
WIW-1
WICK M. C. I ober Drama
II 05 PM
NBC-1
WIAM WMA2 MAN
II 10 PM

# Friday, February 9

## MORNING

BOO A.M

NBC-The Myders Cot off WIW

CBS-D Re M from Will WITS WEBM

NBC-D Re M from Will WITS WEBM

NBC-D Reserve Adequate, from Bacta, print Will Will Will WIM

KYW-AL of the array program

WBBM-Mente Prode

WDAF More Mente

WIND-Palish Hour

WISD-Palish Hour

WISD-Palish Hour

WISD-Palish Hour

WISD-Palish Hour

WISD-Sparency Fury Lare Micha Clure

WOWO-Breaker Code

8 25 A M.

NBC-Land I Topod Wite Sun Valed councily:

WEAR WISC WHO W, W WARP

CBS Met palt Para WABC WHAS

WISD

NBC I Houghton to be done orchestra WIZ

WIBM

NBC 1 - Head that to be done arrhesite WIZ

WM NQ

WIND-Honear in Hear

WIJO-At Sic sure Volvel Thereo

WLS Produce Reporter

WIAM () are to Marke's, Health and

Hear V Key

8 25 A M

8:45 A.M.

NBC Cyrl Loob virts WEAF WTAM
WIAE
KMOX--Ozirk Montanters
WEBM--Dyn O bestra
WJJO Mortanie Massees
WLW--Dree Moor to Bue
WCCWHO--sen il begann
8:50 A.M.

WCCO Warren of the Look of Borne

WCCO-Wome & Cale ... r., Betty Crocker's Home Service Lab. 9:00 A.M.

9:00 A.M.

NBC—Josephor R to son Hostess Co and WIZ

KYW

KMOX—Conso Meloches

WBBM—Act of the other

WCCO—Reff (alker

WFBBM—Harn Radget Cleb

WGN—Reff Fr to al

WHAS—'en — Gree

WIND—Hist paners I rapess

WID — heat a

WIS—Hist Fart, Livestock Receipts, Dr. Bunderse Heat

WIW—North Pure to boods

WOW—Housewife Hour

WIAM—Health a i If see r V King

9:10 A.M.

KMOX—Just Three Boys

KMOX-Just There Boys 9:15 A.M.

C85-Bil and Green WABS WDSU MBC-Clara Lig of Em, sketch WJZ WGN KMOX-Itaphy Green KYW-frenc Kine talk WBBM-Bredening of Bood Vissols, Dr. Royal

WBBM—Ractional of Broom
Stopeland
WHAS—thats with Dolly Dean
WHID—Indus Tunes
WLW—Lowestock Reports
WMAQ—Program Preases
WOC WHO—Bog Ft hes
WTAM—Mrs Cort & Palme songs and story
9:20 A M.
WBBM—Chicasa Hamiltonia Miler contralto,
Edde Hame or not Name Shell parast
9:30 A M.
http://doi.org/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.1009/10.10

MBC-Rd, ( FO DES BEAF RYW

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WITE THE COLUMN TO SENT WITH WORK

WHAS I WE PROVE CIT'S

WIND I OR HOLD CT, Tales

WOWD N Recent ST CTS

10 00 A M.

NOC-Music Appreciates Hour WEAF WIZ KIW WOLWHO WIAM WDAF WLW

WENN TO Per makers

WHAS Some States and Lower and S

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WENN TO SERVE AND S

WIND TO SERVE MEN

WENN MARKET ME

WGN-Mirre Reports

WBBM- 10 R . 10:45 A M.

10:45 A M.

CBS—Decore for WAR WOWD WHAS WEND

KMOX M. Weavers

WBBM—to knops Declarate

WCO \*Stood Ten

WENR—Note Redden (NBC)

WGN out of Dreams sketch

WHO \*\* to be 4

WMAQ \*\* A to take So St

11.00 A M.

NBC—Mode Mode Mode Reshares WIZ

NBC-M (b. Healt Marley R. Sherris WJZ WiNR

WENT NBC -- On the Art of the Commodorer WEAF WMA2 WIR WHIST WIAM CBS-Victor Chapter or a liver WABC WHAS KM, X. WBIM WCO WOWO KYW. R. X. M. Sp. C. Orchestra. WGN--- Your Chilly Beatth.

WIND There Trace
WIJO-Holds The
WLW-Old Farm Borns tolk, Orchestra
11:15 A.M.

CBS—Botty Bard.— somes WABC WHAS WIND NBC—bottons. Marken tener WEAF WTAM WMAQ KMOX—M metan Mont ofs. WBBM—Version a Carlo Gene and Charles, songs. WEAR—tenering to Carlo (MBC) WGN—Delanders. (Carlo (MBC) WJJD—landers.) The proper Homer Craffith WLW—Raper and Market Reports. WCCO—hews Barth. htm.

wcco-News B h im 11:30 AM.

HI30 AM,

CBS 1 1 McCornel WBBM WHAS

KMOX WOWN WCO

NBC Res Battic's Concert Ersemble WEAF

WMAQ

CBS—to orce Hr = Orchestra WABC WIND

NBC—\hat = Form and Home Hour, guest

speakers, threatra WJZ WLW KYW WOC

WHO WDAT

WENR—Home Service

WGN—Market Reports

WJJD—M Fr Rhythm

WTAM—Organ Melodise Weather, Markets,

Dary Quot dens

Dairy Quot dairy 11:35 A.M.

WGN—Digest of the day a news
11:45 A.M.
CBS—Gauter Halls Orche tra WABC WHAS
KMOX Mark Katchen
WBBM—Film Worden to Cr. Jerry Martine

WCCO-Microsts
WGN C I H lits and frameng
WIJD-F B 1 red frameng
WIJS-Vest Legal No Fashes
WOWO-F Is that G re
WIAM-Warter Ct 1 certick Markets

WECO-No. of the F El:55 A M WLS-Refer to better

# AFTERNOON

NBC-P. L. Herre and the train WMAQ WIAM
CBS-M2-F. I the French Process WARC
KNOW WIRD
WIBM-He or Farm Coole
WGN DM Has Senice
WHAS-West or Be, etc.
WIAM-West or Be, etc.
WIAM-West or Street Phot Evans
WLS-Ad not street Heater Apone Favemble
WOWD-St. Process
WOWD-St. Process
NBC-M. S. Inc. Covert from Hell refore Fin
Level WFAT WMAQ
12.15 P.M.
CBS-The Prophops see Lands on two papers:

CBS-The Prayhops see lands on two punes: WABC WIND WICO NOWO

# HIGH SPOT SELECTIONS FOR THE DAY

12.05 p.m. All Siberray Concert, conducted by Werner Janssen from Heisingfors, Finiand-NBC WMAQ network.
7:00 p.m. Less ca. Diagonette with Rosaro Bouldon's olchestra. NBC-KYW network.
7:00 p.m. Ethe Shutta, Walter O Keefe and Don Bestur's olchestra. NBC-WLS network.
7:00 p.m. The March of Time dramatized news events. CBS-WBBM network.
8:00 p.m. Phil Harris orchestra. Leah Ray Blues singer NBC-WLS network.
8:00 p.m. Abe Lyman's Olchestra. Frank Munn tenor NBC-WMAQ network.
8:30 p.m. Madde Adams acties Victor Young's orchestra. NBC-WMAQ network.
8:30 p.m. Jack Whiting Jeannie Lang, Jack Denny's olchestra. CBS-KMOX network.
8:30 p.m. Phil Bakhri comedian. Roy Shield's orchestra. NBC-WERR network.
9:00 p.m. O sen and John comedians, Harry Sosnik's orchestra. CBS-WBBM network.

NBC-Vic 2 - Safe 100 G O FIGH WIZ WMAQ CBS-1 - S V F CS WHIE KMOX WEGO FIGHT W CM

WHAS complete WIND Mark Bure WIND Mark Bure Orderton WMAQ Dan Russos Orderton WOC WHO—Junk Vand Lick 12:50 P.M.

WIJD—Harry No. New Some later

100 P.M.

NBC Missia C., and Solution Orchestra

WIZ RAW

CBS—Mirk William W's Novelty Orchestra

WIND

NBC—Missia C. peoch Via R. Satton WEAF

I-Mark of peech V to R Section WEAF CBS—by I to Bob, sherra WCCO KMOX WGN WFBM
WBBM—rd e a 4 Farme Cavanaugh, radio gos

WHAS-I over my of Kentucky and Louisvalie

WHAS—Property Deleter Peter Wild -51 on Banter, Bon Kanter WLS—Under Fres WLW—Office School of the Air WOC WHO—Letter Is to be the worker WOWO—New Test the Tills P.M.

1:15 P.M.

CBS—Ito since of Been front WABC KMOX

WAY WEBM

WBM—What Bartett read king

WCCO—I memory of Mon Farm Hour

WIND—Its I link organist request program

WIS—Myle City Fan John Brown

WOC WHO Charterbox

WOWO—Brown Cainty Reighers

WBRM—Its Shales W— health talk

W88M—It Shiles W health talk W00 WH0—Mel als one 1:25 P.M.

W88M-1-3 Mark. 1:30 P.M.

MBC 1 : No to the Sketch MUAE

WIND—Vail Value Misson
WIS— a lin
WOC MIND—Wissels
WOWO—) a line
WOWO—) a line
WOWO—) a line
Zioo P.M.

WIAM-Fivery Man A leading House

3:15 P.M.

NBC-try Scott sacrana. WFAF WCC WHO

NBC-Are Joy I e learne Gri WJZ WM/

h.t.W.

WGN-Soloist and Orean

WHAS-The Grab Buy (CBS)

WLS-Raund up, Westernerk, Joe Kelly

WLW-Jern Barker Landere

WTAM-Haricas Attachere 17 (NBC)

3:30 P.M. 3:30 PM.

88C—Ma Perkins dramatic sketch WDAF WOC
WHO WINR WDAF
C85—U S Army Bans WABC KMOX WHAS
WIND

KYW -Rex Map / wit

WCO-W = Rep G

WGN-L = Rex L = Marsennent

WIND-M = L = Rex L = Lore Marsennent

WIND-M = L = Rex L = Lore Markets

WIS-Rex Pres Repr Market are

WCC-WHO V = 1

WOWD-Cartering flux

2.15 P-W

NRC-M = Rex Map (2.15 P-W)

2.15 P M

NBC—P1 Property and the WEM WOC

KMOX Contains of the WEM WOC

WOBN—Read Property (Ba)

WCCO—Verse Property (Ba)

WCD—Verse Property (Ba)

WCM—Verse Property Park

WOWD—Verse Property Park

WOWD—Verse Property Park

WOWD—Verse Property Park

WOWD—Verse Property Park

WCAM—Verse Property Park

2 30 P.M.

2 30 P.M.

CB5—II. Charles Poetro WARE WHAS

WHICH WILL

NBC—William Role Berry, orchestra, Chil
dre Michal What Kew WOC WHO

MAN WHAT

KMOX—Huppy Green

WFBM—IA Darty Tutes

WGA—IA Was I Aman Grant

WCFL—II. Charles I Aman Grant

WCFL—II. Charles I Aman Grant

WIND—Side of Side

WOW—Toy if Joe

2:45 P.M.

2:45 P.M.

KMOX—The Next Howar Michael McCabben,

(I) A Stocks

WCCO—New York Stocks

WGN—Art King partial

WLW—Ito mess News

3 00 P 31

3 00 PM

CBS—The Grote H. 1.11 no Wheeler's Orchestry, Gross Artists. WABC WCG WBBM KMDX

NBC—betty and Bob, frama WJZ WLW WLS

NBC—Home Zites Theo Orchestra WEAF

WYAM—142ks beson

WHAN—The Resonance

WHAN—The Woodners

WHAN—The Woodners

WHAN—The Woodners

WHAN—The Woodners

WHAN—The Woodners

WHAN—The Woodners

WIND—He was the transport

WOC WHO—Carel In a care

WTAM—The Woodners

3:15 P.M.

WBBM 11. Lines with 4.3
WCCO-, Some limit of BS1
WDAR- in 1 there with a company (NM)
WLW-1- in 1 there with a list
WDC WHO - Name Control (NM)
WCW-1- in 1 the control (NM)

WBC→ c.t. Arti = Will WMAQ KMOX Lune Shop WBBM May Chatter the on Fitch WCCO—When Longlaters of the Anciecon Revolu-

WENR-I were oth Century, Brook Shelf
WGN-I in a worst toth
WHND-I in the land was voidely driftee
WIJD-I in a first
WIW-I in a worst tessor
WDC WHO—crescent if an of Music
WOWD-Old Take Reviva
WTAM-I which Takes, String Eusemble

# TERIDAY CONTINUED WAS WILL WAS WINNESS WAS WILL WAS WAS WILL WAS W MBC-14 1 St. re congrand WIND S OO P M MBC Date to the WIN WENR CBS—No World KUIN WHAS WICO KAM—, — (=c 1 no WIW-WMAD-WOCWHO - S WTAN-5-15 P.M 5 55 PM. WCCO-1- - what

## NICHT

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WIND WTAM E E IS P M
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WOC WHO-Advert res of Jamy Allen
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6 30 PM.

NBC - WHAT WARD WING

NBC - WHAT WARD WING

NBC - WHAT WARD WING

NBM - WHAT WARD WING

WIND I be The WILL - WHAT WARD

WIND I be The WILL - WHAT WARD

NBC-TI - Gode - WHAT WARD

WIAM LOW

CBS-Chare to the mass WARC WHAS KMOX

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CBS-Chare to the construct

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CBS-Chare to the Carry

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CBS-Chare to the Carry

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WLW- D. WOC WHO-Study 6,50 P.M.

WCC0-1 .. i) h W 7:00 P M.

7:00 P.M.

NBC-Ethe State with Wilter O Keele;
Die beiters O bases WIV WIS

CBS- of the Sex Lather are lack Packer
Vice Per Wille KMCX Well O WHM

WIPM

NBC-- ert les alte et e proceed, Bour
de Combestra WIAF KYW WOL WBO

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7 10 P M 

NBC D. cc + 1 - 5 massa WW WEW

7-10 PM.

WIND-M . ' I to co

WINDOWS IN THE CONTROL OF THE CONTRO

8 00 P M

WOCKHO TE STATE ST

WEN A STATE OF M.

8:30 P.M.

NBC 1 Borresida, Hare, McNachton, Marchan, Ma

KY 80 C C Store of Or William III

# BEHIND THE SCENES IN CHICAGO

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WGN-1 .

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s in the process of the contract comm To Figure 2 to W Silvering | Stephen of the Westerner
| Stephen of the West

9 45 PM. (85 No. 2) (1. 1 No. 1 Concert Or 1. 1 No. 10-05 PM 10 15 P.M. . PAP KAPT T NV C KYN WEBM 1 C C TA WENR C C TA

WGR-'-'-' 11 00 P M WARC WIND INTAP WMAQ WGN I Is 11-15 P.M 11 30 P M 1 ' on Mad Kryl i 17 0 5 31

# Saturday, February 10

## MORNING

8:00 A M.

NBC—Brookfist Cle. — e tot d WJ7 WMAQ
CBS to the Liver to a smaller WABC WHAS
WITH

WEIM

WEIM IN CONTROL OF STREET, WEAF

WITH IN SCALE

WESM Minute Line

WESM Minute

WBBM Marke Lande WDAF— Service Art. Bert Lew WBND-41 to the Best WHND-41 to the Best WHAND-41 to the Lande WLS-Sparse Service Lande Missing Service Art Lande WLS-Sparse Service Lande Missing Service Art to the Service WOWO-41 to 18 15 4 M.

MBG-Lande Lande Lande Lande Art and some MBG-Lande Lande La

8 15 A.M.

NBC—I note for a section of grand comedy:

WIND to man More

WIND to man More

WIND to content on Volume Theater

WLS—I not or Poper . More

WTAM—Ireal and for the CV King

WTAM—Read and fire a V King

8:30 A.M.

CRS—Readey King of Mustin Boy: WEAF

WIN Will Will Will

KMOX—Breadey Ling

WIJD—Readey Ling

WIJD—Readey Ling

WIJD—Readey Ling

WIJD—Readey Ling

WIJD—Readey Ling

WES—Jurian Ria—dup, Gene Autry, cowboy

WLW—for i you to or WOWO—I' to lib and data WTAM—I'm to be B:45 A.M.

8:45 A.M.

CBS—The Mesters for WABC WHAS WIND WIBM WOW!

NBC—The Wire Siver, sketch WEAF WOC WHO WIAM WOAF KMOX—Later and prince WIJD—A secret Melalies

WLW--Righter Jesters male quartet

8:55 A.M.

WBBM-Me e S of all a W W Baner

9 00 A.M.

NBC—B. A. D.R. & Cold 1 5 instrumental due W. Al-Wor Wills
CBS—Paul Missers Occuestra WABC WIND
KMOX WCCO

KMICA WCCO
NBC—Fileard Marthau, Gospel Singer: WJA
KYW
WFBM—Stand to tracte
WGN—Keep Fit Club
WHAS—Happy to K I arner
WJJD—Soure Feetival
WLS—for Kelt, I is Bessel and Justor Artists
WLW—State r, Carcke and Laugh
WMAQ—Setting Up Exercises
WOWO—Ho sayfe Boar
WTAM—Healt and he or V King
9:15 A.M.
NBC—Morrise Parada varies, musicale. WEAF

NBC-Morring Paradic variety musicale: WEAF WIAM KMOX -fle fer E. As Council

KMOX -Refer E. as Counce KYW from Rec. 18 A WGN-Leman Saves med box, Board of Trade Market Reports
WIND-1 pros facess
WIJD-Lala, a Traces
WLS-Remain From A Branding Band
WLW-Lacestan Refer to
WMAQ-Program President
WOC WHO Mar Falses
9.30 A.M.
CBS-Asse area of Belon and Mary: WABC

CBS-Aive ares of Helen and Mary: WABC

SAM.

CBS—After area of Helen and Mary: WABC WAD NBC Mary grande KAW WOC WHO KMOX—THE Harrister for the and Male Trio WBBM. It is not to the world well as a second with the well as a second with the wind of the wall of the

NBC->, one 10.05, story ensemble: WJZ

WWAQ

WENR-duri, Aurold Procom

WGN-c, 1000 Harris

WIND Special Viriety

WLW-Openia B 1 A model

10:30 A.M NBC m. I v. I in., O cles resolved to the term of the

WLW-Is Corres

10:45 A M.

NBC (rear Melslos, file Fitch, organist;
West is e Wij WMAQ

KMOA I. Is Book Band, Moor Dickmain for
Book Sect as hosey

KYW-M. Is In the Will December of the Will Decembe

CBS-Per t Brasects Messes to Boy Scot WAR WREM KMON WEMB WOOD

WHAS
NOC Product I respect M sage to Hos
South WEAR WOL WHO WIAM WEAR
WITH

WUM

KYW—Ro Vanderbosch, planst

WGN—Ro Lot offers

WIND Lodge Direc

WIDD—B bl. Propert Hillielly Tones

WLW—dumber Sanger It Governor of Ohio

WOWD—Marcon Krop of ect and Feed

12:15 A.M.

12:15 A.M.

NBC—(a.c. For trion a ricezo soprano, string rice WIZ KYW

WBBM-Aire a Cark Gene and Charlie, songs

WDAF—to tryside Chats

WIJD—Fred Beck, oreanot

WEW—Airmorph Autport Talk

WMAQ—Fred To tehers Talk

WOWO—Mark—Is

NBC A MC | Fair B rel, Federation W.J./
WIW KAW WOC WHO WDAF
CBS—I noch Light's Orchestra WABC WOWO
WERN WHAS

WERM WHAS

NBC—An error 1 con National Trade Revival
Continen WIAF WMAQ WIAM

KMOX—Marc & trhen
WBBM crist Shism so as
WCCO—Market Shism so as
WCCO—Market Shism so as
WENR—Market Shism News
WENR—Market Reports
WENR—Market Reports
WIND—Market Reports

11:45 A.M.

NBC—Rex Bittle's Concert Ensemble; WEAF
WMAQ
WBBM—Figor) 11:21's O. hestri (CBS)
WGN—Dan Baker tenor and Rordol ets
WJJO—Radio Guide Interviews with Evans Plum

wer
WLS—Westier Report
WTAM—A re Jackson pe
11:50 A.M.
WIND—Dates Muse

AFTERNOON

12.00 Noon

CBS—So it Stem Go by WARG WOWO KMOX—The Noo Fores archestra, Market Re

WBBM-Laus Parks's Orchestra

WBBM-Last fire's Ordestri
WCCO-Ns If the
WFBM-ta or farm Cree
WGN-AM Dr. See me
WHAS M. Her Reports
WIND-7 Notes, Medicans
WJD-1 Dreb or med
WLS-1 dr. Serice Take
WTAM-Res Bat. Co. et trouble (NBC)

12:15 PM. WCCO - Markets
WFBM - Start Star Quarter (38)
WHAS - General Widorts
WIND-I he is Miste
WIJD- Percent for the
12:30 P.M.

12:30 P.M.
CB5—Hard R. Garson User WARC WHAS
WEBN NOOD KMOA WAND WOWO
KYW -D. Danger

KYW -P Decayle
WBBM-Ches & Houe, D other Miller, contral
or ( le e les e organ t, Norm Shert, plan

WGN-Market Rear In embe Music WLS-Markets Farm Topics WCW-Bn News WCC WHO Seavemon's Hour

12:45 P.M.

NBC Margon a Operation B Reenedy and Margon a Operation WIZ WOAP RYD WEST WAS WEST WOOD B. Resource and Miller & Const. Commence and Miller & Const. Commence and Miller & Const. Commence and Miller & WIAF WIAM

# HIGH SPOT SELECTIONS FOR THE DAY

11 00 a m - Twenty Fairth Anniversary of Bay Scouts of Ame ca. Address by President Rogereet. NBC WENR and CBS WBBM network.
12 45 p. m. Metrapo for Opera performance. NBC WMAQ and KYW networks.
5 00 p. m. - Colombia via Na virid debate, Resolved. That the United States Buld As

Navy to Treaty Ste q r NBC WENR network

6.00 p m Eder Mihase to 1 rs Complete to CBS WBBM network

7.00 p m A to America Easty Setter, and Their Homes NBC WMAQ network

7.00 p m Forty Five Minutes or Hollywood gossip may cland drama CBS WBBM network.

7.20 p m Bostor Sympholy Dr. Seige Koussey taky, conductor NBC KYW network.

8.10 p m Eddie Duch no circle to NBC WLS network.

9 00 p. m. Stoophagte 1 i B. 31 Jacques Rena ds and Vera Van CBS WBBM network.

11 30 p.m. - Carofree Carmyal Ned Tolonger m. c. NBC WMAQ network,

KMOX | 100 + King"
WBBM (100 + King), Orche (14 (CBS)
WGN - could Mile
WIND - William
WIS | 100 + P Here Droma
WOC WHO - to be here

WJJD-Hars Seeh ens ( flashes 1:00 P.M.

CBS-A to Receive Will Wolley WEBM
WHAN WAD INVOL
WBBM-1 the and have Commingh, radio gos

WCCO—1 ce tw 12
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WTAM Mar. (1)

1-15 P.M.

WBBM-1 art Right Three king
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WOC WHO at 10 Program

1:30 P.M. CBS—Date 1 of WAD WHAS WEBM WBBM WKN 1, MOV WOWO
WCCO—St Paul Dept Parks, Playgrounds and Pulate Biles
WGN Pit Ke oly of or, Len Salvo, organist

WGN -E DEL DE M & WINO-A C. A Dieter WJ10-Lancton Diete Tures 2:00 P.M.

2.00 P.M.

CBS Roo I S Quarto WARC WBBM

WITH WI WCCO

KMOX—We above Shappers

WGR—Learner Music

WIND—We I Indian

WIJD—Chose of and Sermous, "Uncle Joe"

WLS—Mer Co Round, Variety

WC WHO—We Coponia Opera (NBC)

WOWO—I che School Mu acale

2.25 P.M.

2:15 P.M.

KMOX—I verified Club
WBBM—K. v. State, longs
WGN—Lister M sic Room
WJD—I ke and I vice
2.30 P.M.

2.30 P.M.

CBS—Arr or or or wast WABC WIND WHAS WILL OF WIND WHAS WILL WIND WHAS WILL WIND WHAS WILL WIND WIND—The beautiful will be a few wil

C8S—Sturde Storage WABC WOWO WHAS KMON WED WBBM
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WBBM-D , Make, to be sto, fifthe House organia North periods
WIND-State at Succeptors (CBS)
WLS-Right up, Wester ers, Joe Kedy
3,30 P.M.

3,30 P.M. (BS=Nr.), Pr. k = 1 ⇒ de WE1 × EM × W D WBBM KYW=W ( • e WGR=1 + s 1 · e

WGN-T 1 1 1 CO discos

3.45 P.M.

WBBM-T Hir Ordesta

WGN-Hirl &

WIND-G-2 Distantes

4 00 P.M.

NBC—Lo by no no what WMAQ CBS—Lour Prices Orchester WARC WHAS WCCO KMOX WHRM NBC-Place a whiten he pand due WJZ WLW WENR

WGN-8 d for tenor WIND-Ken of Hochris Clerk drifter WJJO 10 k c d Jo., sector WJVO 4 a d library stree St. Charus WOWO-7, (n. 1 tel. a

4 15 P.M.

RBC-Varia WJ/ WENE WGN-barda WIND-Tax District WJJD-Varia das Batter WLW-Mary Arely, virtual WMAQ- (\* These virtual WMAQ- (\* These virtual)

4:30 P.M. NBC-Balle Holly Son war sketch W17 WSC-Babo Holly on and sketch WI7
WSC-1 and in the North Holly WSAQ
KMOX 1 be December and 1 a Baker
KYW on a Press
WSBM-Magne Shere of Classica
WCCO-she could State Department of Conser-

WCCO-Wis cools State Department of Co-vator
WGN-Jac Rivas Orchestra
WHAS-Organ Melodies
WIND-Melaory Taxe
WJJD-feel Hern organist
WLW-We lov B shouland Helen Yankee
WOC WHO—Sang of the Continues
WTAM-Twittent Lines String Quartet

4.46 P.M

WGN-Lea Saxn

4:45 P.M.

CBS—Spanish Serenade WABC WHAS KMOX NBC—Latta (replace Annie, cl. 19 ood playlet: WJZ WIW KYW Th. Let Urche tra WBBM her lat her obe, Newto Sterr paints WENR Goard) Barton Hill Brar (NBC) WGN are competer placest WIND become Rocches WJJD—, which we was a WJ No.

## 5:00 P.M.

NBC—Columbia vs. Barvard debate. W37 WENR CBS—Mee the Artist, interviews. WABC WHAS WCCO WBBM NBC—Navier Cagatis Organistra. WEAF WOC Will WDM

WITH WINE

KMOX—I e Dot Apothecary

KYW—P r r res res r Pa=1

WGN Misse Believe Melody Land

WJJD—Pricarity and

WLW—Jick Arnston g sketch

WMAQ—Herry units

WTAM—II r Cill Bry

## 5:15 P.M.

MBC-Na ridgers orders KYW
CBS-INII ( ) NABE WIND WCCO 

## 5.30 P.M.

5.30 P.M.

NBC—Richall III | Francistra WEAF WMAQ
CBS—I de Variana Ad American Boy WBBM
[Nitrol WEAF WHO]

KYW—I result of a WHO

KYW—I result of a larger (NB)
WENR— vor y for a larger (NB)
WHO— vor a larger (14)
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NBC-1 to drp a Arrae, childhood playlet;
WENE WENE
CBS-A + 1 + 2 + Orch + 4 - WIND WHAS
WERN
KMOX-> Melabos
WBBM 1 - V Harre C> (a) to Norm Shere,

WBBM TO BE T

WOC WHO-Sports Review

## (SATURDAY CONTINUED)

## NIGHT

6:00 P.M.

CBS—AElder Michaux's Congregation: WABC

WBBM WCCO

KMOX—"Four Shamrocks," Singing, Playing

KMOX—"Four Shamrocks," Singing Playis
Quartet
KYW—Pinto Peta
WENR—What's the News
WFBM—Bobennians
WGN—The Boy Reporter
WHAS—Dinner Concert
WIND—German Hour
WJJD—Sports Review, Johnny O'Hara
WLW—Boss Johnston with Musical Varieties
WMAQ—Kaltenmeyer's Kindergarten
WGC-WHO—Jack Denny's Orchestra (NBC)
WTAM—Mike Speciale's Orchestra
6:15 P.M.

6:15 P.M.

6:15 P.M.

NBC—A Religion in the News; Dr. Stanley Hight
WEAF WDAF

KYW—The Globe Trotter; Sports Reporter
WENR—Dan Russo's Orchestra
WFBM—Firste Club
WGN—Ensemble Music
WJJD—Fred Beck, organist
WOC-WHO—Mountaineers
WTAM—"Our City," talk
6:25 P.M.

WENR—Scorts Reporter

WENR-Sports Reporter 6:30 P.M.

6:30 P.M.

MBC—Circus Days, dramm: WEAF WOC WHO
WLW WMAQ WTAM WDAF

NBC—F. O. B. Detroit: WJZ WENR

KMOX—St. Louis Civic Band

KYW—Pinto Pete
WBBM—American Quartet

WCCO—American Mixed Quartet

WFBM—Bohemians

WGN—Shorts Reporter

WGN—Sports Reporter WHAS—Mal Hallett's Orchestra WIND—Polish Hour WJJD—Pickard Family

6:45 P.M. CBS-Isham Jones' Orchestra: WABC WCCO

CBS—Isham Jones' Orchestra: W. WHAS
KYW—Blue Voices
WBBM—Hemer Griffith, philosopher
WFBM—Cowboys
WGN—Toss, Dick and Harry
WLW—Glenn Adams, dog talk
WMAQ—Frankie Masters' Orchestra
WOC-WHO—United Remedies
WTAM—Colonial Trio

7:00 P.M. NBC-Art in America, Guest Speaker: WJZ

NBC—Art in America, Guest Speaker: WJZ
WMAQ
CBS—"Ferty-Five Minutes in Hollywood," Cal
York, screen reporter: WABC WBBM KMOX
WFBM WCCO
MBC—George Olsen's Orchestra: WEAF WOC
WHO WTAM WDAF
KYW—Dance Orchestra
WENR—Kaltenmeyer's Kindergarten
WGN—Ensemble Mosic
WHAS—Mal Hallett's Orchestra
WIND—Happy Family
WLW—The Big Show
7:15 P.M.

WGN-Lawson YMCA Glee Club WHAS-Greater L Fremble 7:20 P. M.

NBC-Boston Symphony Orehestra: WEAF KYW 7:30 P.M.

7:30 P.M.

NBC-Sona Les Pests de Paris; WJZ WMAQ
WGN-Hal Kemp's Orchestra
WIND-Het Stove League; Johnny O'Hara
WLS-Bara Dance Party
WOC-WHO-Barn Dance Frolle
WOWO-Aloha Serenaders
7:45 P.M.

CBS—Willard Alexander; Orchestra: WIND CBS—Billy Hillpot and Scrappy Lambert, songs: WABC WBBM KMOX WHAS WFBM WOWO

8:00 P.M.

WMAQ WDAF
CB5—Sylvan Levin and Philadelphia Studio Orchestra: WABC WOWO WHAS KMOX WCCO
WBEM WFBM

WBDM NACH WESTERN WIND-Dance Orchestra
WLS-The Westerners, Songs of the Range WLW-Dimmick's Orchestra
8:15 P.M.

CBS—Five Spirits of Rhythm: WWIAS KMOX WCCO WBBM
WFBM—De Molay Program
WGN—Blackstone Hotel Ensemble
WIND—Remantic Ramblings
8:30 P.M. WABC WOWD

8:30 P.M.

NBC—Edde Duchia's Orchestra: WJZ WLS

CBS—Colonel Stoopeazle and Budd; Jacques
Renard's Orchestra; Verz Van: WABC

WHAS KMOX WCCO WBBM WOWO WFBM

WGN—Wayne Kipg's Orchestra

WLW—Tunes of Yesterday

WMAQ—Heat Waves

WTAM—Western Reserve Educational Clinic

Symphony Orchestra

8:45 P.M.

WGN—Jan Garber's Orchestra

WGN-Jan Garber's Orchestra
WLW-Over the Rhine
9:00 P.M.
NBC-Saturday Night Dancing Party; B. A.
Rolfe's Orchestra; Lew White, organist;
WEAF WLW WMAQ WOC WHO WTAM

# PLUMS AND PRUNES

# By Evans E. Plummer

THE daily newspaper airlane commen-tators, in their excitement over the kaleidoscopic changes in dance band pickups by the networks and stations in the Windy City, have overlooked the most interesting sidelights—and underlying rea-

Without repeating what you may have read regarding the sudden shift of the Edgewater Beach Hotel, beginning February I, to the Columbia Broadcasting System, let's delve into the past and see what events cast their shadows ahead. You'll find it interesting reading, and although complicated, we will try to paint the picture clearly.

KYW, for some years, enjoyed exclusive rights to picking up the smart northside rights to picking up the smart northside hotel's music. Then NBC, the big net-work, interested itself in booking bands and succeeded in selling the hostelry's management on a five-year contract to take only NBC attractions.

The first was Phil Spitalny's orchestra. Then came Paul Whiteman. NBC quit booking bands. Charles Agnew and Mark Fisher followed. Harry Sosnik became the next attraction. But NBC continued picking up the music, along with KYW, and distributing it to many affiliated NBC stations throughout the country including WENR and WMAQ in Chicago.

# The Villain Enters

Everything was lovely up to this point. Then, last fall, NBC endeavored to land the Swift program with a show comprising Olsen and Johnson, the King's Jesters and Harry Sosmik's music!

Result, the client liked the program but decided that the facilities of the Columbia Broadcasting System would better serve the purposes of the campaign at hand. So NBC lost the show to CBS. You now hear it every Friday night over your nearest Columbia station.

Columbia station.

Naturally, this put Mr. Sosnik behind the eight ball with NBC. And why, they undoubtedly asked themselves, should they worry a great deal about the care with which they picked up Mr. Sosnik's music from the Edgewater Beach Hotel, an effort which certainly brought them no revenue and only served to spread the fame of a Columbia System commercial attraction? It is a known fact, that when CBS clinched the Swift-Olsen & Johnson-Sosnik program, NBC refused to announce the Edgewater Beach Hotel's orchestra other than just that—no mention was made of Director Sosnik. Sosnik

CBS—Byrd Expedition; Orchestra; Soloists; Chorus: WABC WHAS KMOX WCCO WBBM WFBM
NBC—To be announced; WJZ KYW
KYW—Stadio Program
WGN—Charlie Agnew's Orchestra
WIND—Joe Chromis' Orchestra
WLS—Diamond Pregram

9-15 D 38

WCFL—Eddie Varzos' Orchestra WIND—Whiting Community Program WLS—Plantation Meledies 9:30 P.M. 9:15 P.M.

9:30 P.M.

CBS—Columbia News Service: WABC WFBM

KMOX

NBC—Barm Dance: WJZ WLS WLW

KYW—Studie Program

WCCO—Call of the North; Smiling Ed McCon-

WCCO—Call or nell, songs WGN—Tomorow's News WHAS—Herbie Korh, organist WIND—Walkathon 9:35 P.M.

9:35 P.M.
WGN—Headlines if Other Days
9:45 P.M.
CBS—Leaders in Action, H. V. Kaltenborns
WABC WIND WHAS
KMOX—Civic Abroot Association Program
KYW—Leven Bloom's Orchestra
WBBM—Ace Brigode's Orchestra
WFBM—Headulu Serenaders
WGN—Desire Shire

WGN-Dream Ship 10:00 P.M.

CBS—Gay Lambardo's Orchestra: WASC WIND WHAS WBBM
NBC—Rathh Kirbery, baritone: WEAF WMAQ WTAM
KMOX—Baseball Biographies Dramatized

# An Odorous Mouse

Well, such things can go so far, and

Well, such things can go so far, and then something snaps.

Whether NBC did carry on a Sosnik persecution policy is just one of those things which cannot be pinned down. People don't do those things openly. They nag until the desired result is accomplished.

nag until the desired result is accomplished.

At any event, the Edgewater Beach Hotel and Sosnik both became convinced that the big, bad NBC wasn't doing just right by their little Nell. And upon arriving at that decision, Manager J. A. Jones and Managing Director William Dewey, both gentlemen of the old school and skillful operators of the socially de luxe inn, registered a tactful kick to those-in-charge-of-affairs at NBC.

The NBC alibi, of course, was bad microphones, echoes et cetera. And would NBC remedy the situation? Why, of course. Certainly. Their engineers would take care of things immediately. And the NBC engineers did set to work. After much tinkering, they asked Mr. Jones how he liked the pickup now?

Mr. Jones took a listen and must have thought the group on his stand was a five-piece circus band instead of the polished, symphonic aggregation for which Sosnik is famous. And Mr. Jones could draw but one conclusion, and that was that NBC didn't want Mr. Sosnik's melodies any more melodious than they could help. That would have been okay for NBC, but not for Mr. Jones, for after all, good music sells a hotel, and brings new guests.

Be sure to purchase a copy of Esquire's next issue, which we have been told, will carry Paul (Afraid-of-Elevators) Whiteman's discourse on liquor and music. Wonder how a Bolero cocktait would taste?

# Clap Hands; the Hero!

He pleaded with the engineers and officials to do a still better job ... So what? So the officials of the National Broadcasting Company, we are informed on good, (or bad?) authority, are reported to have made some such disparaging remark to Mr. Jones as:

"Well, what can you expect, with the music available?"

That, dear customers, is the rumored lowdown of what energized Messrs. Dewey and Jones into tearing up the NBC contract and taking advantage of an offer made, and on file for some months, by the Columbia Broadcasting System to put its wires and very excellent equipment into the Edgewater Beach Hotel and broadcast

its music through coast-to-coast CBS sta-

# Closing Theme

The date, February I, is significant, for it marks the day when WBBM and KFAB, in Lincoln, Neb., expect to be synchronized; permitting both stations (now sharing time) to operate full time. In ham and eggs, WBBM will be on the air from II p. m. to I a. m. EST, which, right now, it "ain"t."

WBBM, with added time for band pick-WBBM, with added time for band pickups, is out to take the best music in Chicago and the country. We have no doubt that they will succeed in their enterprise. Astute Les Atlass, CBS-Chicago chief, seldom fails to get what he seeks. Among those sought are the Aragon and Trianon Ballroom spots, respectively offering at present Wayne King and the also popular lan Garber. Rumors are rife that the Blackhawk Cafe is also on Mr. Atlass' list. The three named band spots are now WGN pickups, and CBS isn't getting along so well with WGN of late, for some reason or other.

Since Monday, January 29, Sto-kowski bas been in Hollywood lor a month's rest. He is only announcing bis cigaret commercial . . . Raymond Paige, the L. A. impresario, is to get the Charis commercial program start-ing in mid-February.

# Inside Pickups

VERY FUNNY about Lord 'arry Richman, and that wager which caused him to purchase \$200 worth of "Broadcast Corned Beef Hash." It seems Harry bet he never appeared on a hash program. You know he did, but he broadcast on the same without knowing it. Whoops!... Bill Baar will make a poor husband for Betty Winkler, for he leaves his dirty dishes in the sink three weeks... Irna Phillips had a conference with a w.k. N.Y. book publisher last week when he visited Chicago. Is the Mother Moran creator to write a novel?... Funny Marty Lewis has never revealed that the word syncopating Ted Husing is a marvelous hoofer... That sister team who have had their car stolen three times when it was parked in front of their apartment really should get a break from their sponsor. We suggest he pay 'em enough to rent a garage... Walter (Bob Crane) Wicker returns from N'Yawk; meaning Ireene is just about set for something new in musical shows.

BIRTHDAYS: February 6, Joseph Rogers; 8, Trumon Bradley and Don Ball; 9, Walter Preston.

KYW-The Globe Trotter; News WFBM-Atop the Indiana Reof WGN-Earl Burtnet's Orchestra WOC-WHO-Sports Review 10:05 P.M.

WOC-WHO-Studio Program 10:15 P.M.

10:15 P.M.

KMOX—Rhapsody of the Reeds, Ruth Nelson
KYW—Stadio Program

WBBM—Harry Somik's Orchestra
WDAF—Sports Reporter
WFBM—Guy Lombardo's Orchestra (CBS)
WGN—Remember Way Back When
WOC-WHO—Royal Program (NBC)
10:30 P.M.

10:30 P.M.

NBC—One Man's Family: WEAF WMAQ WOC WHO W.W.

CBS—Ted Fiorito's Orchestra: WABC WHAS WCCO WBBM

KMOX—Wayne Fletcher's Orchestra

KYW—Carles Molina's Orchestra

WFBM—Louie Lawe's Orchestra

WGN—Wayne King's Orchestra

WGN—Wayne King's Orchestra

WIND—Prince Bismarck, songs

WTAM—Two Men and a Maid

10:45 P.M.

WFBM—Dance Orchestra

WF8M—Dance Orchestra
WIND—Norman Care's Orchestra
WLW—One Man's Family (NBC)
WTAM—Russ Lyon's Orchestra
10:50 P.M.

WGN-Jan Garber's Orchestra

11:00 P.M.

NBC-Hollywood on the Air; Orchestra; Soloists4
Goest; WEAF WOC WHO WMAQ WTAM
CBS-Glen Gray's Orchestra; WABC KMOX
WIND WFBM WHAS

NBC-Jack Denny's Orchestra; WJZ KYW

W88M—Ace Brigode's Orchestra WLW—Art Kassel's Orchestra 11:10 P.M.

WGN-Richard Cole's Orchestra

11:15 P.M.
W8BM—Harry Sonak's Orchestra
WIND—Jee Chromis' Orchestra
WLW—Dimmick's Sunnybrook Orchestra
11:20 P.M.

NBC—Carefree Carmival; Ned Tellinger, M. C.; Meredish Willson's Orchestra; Vocalist; Ryan and Noblette, comedy team; Comedian; Hill-belly Group; WEAF WTAM WMAQ WOC WHO WTAM

WHO WIAM

CBS—Abe Lyman's Orchestra: WABC WHAS

WCCO WIND WFBM

KMOX—Dunstedter's Orchestra

KYW—Dance Orchestra

WGN—Hal Kemp's Orchestra

11:45 P.M.

KMOX-Abe Lyman's Orchestra (CBS) 11:50 P.M.

WGN-Earl Burtnett's Orchestra 12:00 Mid.

12:00 Mid.

KYW—Tom Gentry's Orchestra

WBBM—Around the Town, donce orchestras

WCCO—Dance Orchestra

WDAF—Nighthawk Frolic

WENR—Frankie Massers' Orchestra

WGN—Late Dance Orchestra

WFBM—Dance Orchestra

WIND—Happy Family

12:15 A.M.

WFBM—Atep the Institute 22:30 A.M. I2:30 A.M. KYW—Tony Nuzzo's Orchestra WENR—Dan Russe's Orchestra

# MUSIC IN THE AIR

# By Carleton Smith

A N ALL-STRAUSS program by the Boston Symphony (Saturday, February 3, at 7:15 p. m. CST) suggests consideration of the position of Richard

ary 3, at 7:15 p. m. CS1) suggests consideration of the position of Richard Strains among composers. There may be some among us who aren't certain about Strains music, or even about his identity. I frequently meet those who confuse him with the author of the Viennese waltres. The great Brahms is said to have had a poor opinion of the younger Strains, saying, "When it's a question of Richard. I prefer Wagner, when it's a question of Strains, I prefer Johann." There may be persons today who would choose the "Waltz King." But they are few. For despite the inefficiency of Richard Strains' critical inner censor, despite the innumerable instances when he drops from describing thrilling adventures of the human soul to decrying pretentious and banal platitudes, he is the one living composer who has been creative in every important musical category.

platitudes, he is the one living composer who has been creative in every important musical category.

It is interesting to trace the development and change in Strauss from the days when he was at Munich, and it will be more interesting to watch how his magnificent tapestries of sound glow and fade at the turn of the century. We are too near to judge his position with certainty. We feel that frequently he has failed to convey the mood and the drama of life in sound. We are never sure that he successfully infuses into his scores all that he has in mind. We know that most of his music has its weak patches, even as the character of Strauss, the man, has.

But he is audacious. Strauss doesn't shrink from charting the heavens, nor the bowels beneath the earth, nor from daring enactments of the dreamy ideals and not-so-dreamy excitements of this "pause" we know. Despite his deficiencies, his inability to "out-Wagner Wagner," the songs and the symphonic poems of Strauss will surely live! In comparison, his contemporaries seem dwarfed like pygmies who run about beneath the strong legs of a giant.

In fact, the recent Metropolitan revival of his early opera, "Salome," that radio listeners are anxiously awaiting an opportunity to hear, moved caustic W. J. Henderson to say with regard to the later modernists:

"The dattling luminaries who shed

modernists:

"The dattling luminaries who shed refulgence on the private seances of the Leagues of Composers and the doughty pioneers who meet in Prague and similar resorts to play their music at each other may listen with reverence to "Salome" and recall the loyal doggie who leaped with glee when he heard his master's voice."

# Conductors

Serge Konssendzky is to conduct the orchestral suite from Strauss' setting to a revision of Moliere's "Le Bourgeois Gentilhomme," and his Symphonia Domestica, opas 53, played in one movement. The suite shows Strauss' devotion to music's classic past well-founded. He sees through the paucity of means which dictates much of the form in this ancient music and perceives its wonderful gifts of a "fancy too well bred to be heavy and a heart too warm to be still." His whole elaboration of its essential richness is controlled by a thoughtful taste and enlivened trolled by a thoughtful taste and enlivened by an ironic humor,

The symphony speaks for itself.

Music-lovers rejoice whenever NBC is generous enough to provide an authoritative commentator in the intermissions of the Baston Symphony.

Artura Toscanini has consented to conduct the Cadillac Symphony orchestra (Sunday, February 11, NBC-WEAF at 5 p. m. CST). Lotte Lebmann will be his soloist then. Toscanini's next broadcast (February 4, at 2 p. m. CST, CBS-WABC) will include the so-called "Romantic" symphony by Bruckner, in E flat major, postponed from the preceding Sunday; two movements, Adagio and Andante quasi

Augretto from Beethoven's The Creatures of Prometheus'; Brahms' Variations on a Theme by Haydn; and Respighi's orchestral transcription of Bach's Passacaglia and Fugue in C minor.

The gentleman from Carmen, Oklahoma, whose letter was published last week must have a sixth sense. Leopold Stokowshi has arrived in Hollywood already. No doubt symphonic music under his direction will be heard in movie palaces as soon as it can be presented to his satisfaction.

# Wagner Cycle

Wagnerites - perfect and imperfect -have come into their own. Seven per-formances of music-dramas by the world's formances of music-dramas by the world's most popular opera composer, Richard Wagner, are to be broadcast from the Metropolitan Opera House during April, and Arturo Toscanini will conduct the New York Philharmonic Symphony in three all-Wagner programs, using soloists. That you may have complete information and check the opera matinee dates on your calendar, retain this list:

"Die Walhure"—NBC (February 3 at 12:40 p. m. CST).

Siezmund...... Paul Althouse (return debut)

Siegmund .... Paul Althouse (return debut)

Wotan Ludwig Hofman
Hunding Emannuel List
Sieglinde
BrunhildeFrida Leider
Fricks Branzell
Walknere Dorothee Manski, Phradie Wells,
Margaret Halsfead, Ina Bour-
skaya, Philine Falco, Doris Doe,
Elda Vettori and Irra Petina
"Tambauter" NRC (Bridge Enbruges

"Das Rheingold"-NBC (Friday, February 16).

Wotan Ladwig Hofman
Loge Hans Clemens
Alberich Gustav Schwetzendorf
Mime Marek Windheim
Fasolt Emannuel List Fafner James Wolfe
Frieka Goeta Ljungberg
Freis Dorothee Maniki
Erda Maria Olszewska
Rhinse Maidens Editha Fleischer, Rose Bampton, Doris Doe
"Die Walknere"—NBC (Thursday, Feb-

uary 22).

Cast same as on February 3, except that
Lauritz Melchior will replace Paul Althouse
as Siegmund; Goeta Ljungberg will replace
Gertrude Kappel as Sieglinde, and Maria
Olszewska will replace Karin Branzell as

"Siegfried"—NBC (Friday, March 2).
Siegfried Lauritz Melchior
Mime Marek Windheim
The Wanderer Friedrich Schorr
Alberich Gustav Schuetzendorf
Fafner Emanquel List
Erda Maria Olszewska
Brushilde Frieda Leider
Voice of the Forest Bird Editha Fleischee
"Die Gotterdammerung"—NBC (Friday,
March 9).

March 9).

Lauritz Melchier larch 9).
Siegfried Lauritz Melchier
Gunther Friedrich Schort
Hagen Emannuel List
Alberich Gustne Schwetzendorf
Brunhilde Frida Leider
Gutrone Decothee Manski
Waltraute Maria Obsewska
Rhise-Maidens Editha Fleischer, Phradie
Wells, Doris Dos

"Sieg/ried"-NBC (Friday, March 2).

The final performance of the cycle will be the Metropolitan's long-awaited revival of "Die Meistersinger von Nuenberg"— NBC (Thursday, March 15).

Walter Max Lotte Lehmann
Walter Max Lorens
Hans Sachs Friedrich Schoer
Beekmesser Gustav Schuetzendoeff
Pogner Ludwig Hofman
Meistereinger Louis d'Angelo,
Marek Windheim, Angelo Bada, Max
Altglass, Giordano Paltrinieri, Arnold
Gabor, Paolo Ananian, James Wolfe,
Arthur Anderson
Artur Rodonach will

Artur Bodanzky will conduct all the

# ALONG THE AIRIALTO

(Continued from Page 7)

When the Borden "45 Minutes in Holly-Wood" had its premiere on CBS Saturday night the 27th, you may have noticed some of the voices familiar on the "March of Time" in its movie preview dramatizations, and you may have found its rapid-fire structure reminiscent of that epic news fire structure reminiscent of that epic news drama series. If so, chalk it up to the fact that dramatic director Don Stauffer and musical production man Bill Stuhler, the team which long produced the "March of Time," is now supervising the movie series. They're drawing on many of the Time actors, such as Bill Adams, Marion Hopkinson, Porter Hall, and Peggy Allenby.

Nino Martini is doing his bit for cul-Nino Martini is doing his bit for cul-ture, according to a fan letter he recently received from a young lady who admitted that "I am taking up the study of Italian just so I may know something about your country and about the operas you sing," Signor Martini's fan mail also included the request from a school teacher in Rox-bury Massachusetts for him to seed ber bury, Massachusetts, for him to send her the facts of his life, which she wished to set before her class as one of a series of object lessons lectures she is conduct-ing on the lives of prominent and successful people.

Bub-bub-bub Bubbles

When Gertrude Niesen observed her first When Gertrude Niesen observed her first anniversary on the air a few days ago, she was very pleasantly surprised with a gift from an unknown, but evidently wealthy admirer, who sent her several bottles of Delbeck champagne, a choice French vintage. Isham Jones, co-featured with her on "The Big Show," ordered up a cake with one candle, and all the cast of the show gathered to drink La Niesen's health in sparkling bubbles.

Contrary to the report in these columns

the ice below should melt and send a part of the expedition to a frigid drowning, was adjudged unintelligible, and the spon-sors are so pleased with the reception in general that they plan to increase the time allotted to the broadcasts. A misinformer, whose supposed "news" was unbiased, caught this scribbler and many others with

that item.
At press time, information of just what

programs will regularly emanate from Columbia's Playhouse was not available, with the exception that Waring's Ford programs, Hudnut's "Marvelous Melodies," "Roses and Drums," and the sustaining George Jessel half-hours, will definitely be among them. Waring, who was very largely responsible for the vogue to auditorium broadcasts in his many Old Gold programs before huge audiences, was the first radio personality to inspect the Radio Playhouse, and he declared himself tickled pink with the set-up. It impressed him as perfect for his variety shows.

# Gypsy Nina's Band

Although Gypsy Nina has been dropped Atthough Cypsy Nina has been dropped from Columbia's network sustaining schedule, CBS is building an orchestra around her, which will perform at the smart Tic-Toc Club at the Park Central Hotel. She'll be aired late at night over WABC locally, and we imagine, if the idea ticks, she will possibly become a particular transfer. possibly become a network feature again.
Another current Tic-Toc performer is La
Niesen. La Mapette, the French Mistress
of Ceremonies of "An Evening in Paris,"
has taken Gertrude's place at the smart
Embassy Club.

Embassy Club.

FLASH — a late bulletin comes from handsome Phil Regan, Columbia's singing ex-cop, who has been sojourning recently on the west coast and singing at the Cocoanut Grove in Los Angeles with the Lombardo outfit. Some weeks back this column advised movie scouts to get an eyeful of Phil's physiognomy. Well, Phil is now signed to a Warner Brothers contract, and is on his way back to New York. He'll work on the Long Island Kleig-light lots.

The favorite story that Rosaline Greene

The favorite story that Rosaline Greene tells is this: She was rehearsing a part for one of her broadcasts while she sat on top one of her broadcasts while she sat on top of a bus on the way to the studio. She does this often. On this occasion she became so completely the hapless heroine of the moment that she sobbed out loud. The bus conductor heard, and was much concerned. "I'm sorry you feel so hadly," he sympathized. "Is there anything I can do for you? If it's a man I can sock him. I'm quite a fighter."

do for you? If it's a man I can sock him. I'm quite a fighter."

"So-o-o-o" read the new license plates on Ed Wynn's car. The plates were presented to him by Commissioner of Motor Vehicles for New Jersey, where the Fire Chief keeps his car. When questioned as to the reason he keeps his car in Jersey, the champion of the punsters remarked that he has given up his horse. he has given up his horse.

# New Programs

Mario Chamlee and Coe Glade, both possessors of rich and lovely voices, will alternate on the new Swift Garden Hour. Mr. Chamlee begins the ten-week series Sunday, February 18 (NBC-WMAQ, 2:30 p. m. CST). A male quartet, an orchestra under Carl Schulte and the Master Gardener complete the talent. The programs are to be chosen from popular selections of standard operas, light operas, and old Folk Songs.

It is unfortunate that this program should be broadcast simultaneously with the New York Philharmonic-Symphony. Many music-lovers who would enjoy it are loath to tune out the end of the Symphony. Mario Chamlee and Coe Glade, both

Symphony.

Armand Greatd certainly justified the confidence NBC placed in him when he started his new concert series in San Francisco over the WEAF network (Thursdays at 4 p. m. CST). His deep and colorful voice strangely resembles Tibbett's in its timbre; and with proper encouragement and artistic maturity, the young American bass-baritone from Clyde, Kansas, will become a foremost figure among radio's great singers, Listen to him next Thursday and tell me what you think.

Poldi Mildner's fans will not miss her broadcast recital (February 3 at 9 p. m. CST over NBC-WJZ). The beautiful and charming Viennese miss will play Mozart's "Pastorale Variee," Schumann's "Contrabandist," and Saint-Saens "Danse Macabre," and two short numbers by Moritz Rosentbal, her teacher.

The Portland Junior Symphony and chorus will present (CBS-WABC, February 3, II to II:30 p. m. CST) Moussorgsky's "A Night on the Bare Mountain," the "Hallelujah Chorus" from Beethoven's "Mount of Olives;" "Siegfried's Death" from Wagner's "Gotterdammerung," and the March and Chorus from "Tannhauser."

George Gersbwin and Jimmy Melton are on tour with Reisman's Orchestra. Im-mediately after their program in Chicago's famous Auditorium, February 4, Gersh-win will rush to appear on the Realsilk broadcast (NBC-WJZ at 6:00 p. m. CST).

Those who listen to Georges Barrere's quintet and the other ensembles on the weekly Library of Congress Musicales (NBC-WJZ, Mondays at 3:45 p. m. CST) have been hearing fine music exquisitely played.

# AWARDS IN 14th BETTER RADIO CONTEST RESULTS FOR "ROSES AND DRUMS" DRAMA

## Report of Judges

Report of Judges

R ADIO GUIDE'S Fourteenth Better
Radio Contest, covering the weekly
Sunday feature, Roses and Drums,
brought responses from 1735 listeners, of
whom all but 78 signified complete approval. And the word "complete" is
used advisedly as this contest brought
out a unanimity of opinion that is unprecedented in the history of this contest.
In voting upon the special features of
the program, voters expressed 100 per
cent approval in most instances—a noteworthy tribute to the presentations and
those who take part in them. This complete approval was noted in the balloting,
not alone on the cast in its entirety but
on the stars, Charlotte Walker, Minor
Watson, Guy Bates Post and Pedro de
Cordoba. Sharing this signal honor was
the announcer, David Ross, his listeners
evidently concurring in the opinion of
those who selected him as the 1932 diction
award winner.
Dissenting votes were apparent in the award winner.

Dissenting votes were apparent in the balloting on the advertising which accompanies the programs. Of the 509 who mentioned the commercial credits, 134 or 26 per cent, signified dissatisfaction. The Columbia studio orchestra, which furnishes the musical interludes, was approved by 87 per cent and Elizabeth Love, of the cast, won the plaudits of 96 per cent of those who voted on her part in the programs.

Conspicuous in most of the letters comapproval of the sponsor's courage in adhering to a dramatic program in the face of the insistent demand for material of a lighter nature. Many believe "Roses and Drums" the inspiration for the present trend toward dramatic presentations. Also appreciated was the opportunity to hear the famous dramatic stars, made

# PROGRAM: "ROSES and DRUMS"

First Prize, \$25.00: KATHERINE McCAUL, Tomah.

Second Prize, \$10.00: HELENA MANGAN, 33 Pleasant Street,

\$5.00 Prizes: Alice J. Hines, 2205 Maplewood Avenue, Richmond, Virginia Urlin Sargent, 1167 Logan Street, Denver, Colorado O. C. Smith, Pythian Homes, Decatur, Illinois

# ROSES and DRUMS Scoreboard

How the contestants rate	the program Number for	as a whole Number nguinst	Percentage	Percentage against
The Program	1677	78	96	4
Charlotte Walker	133		100	
Minor Watson	130		100	
Guy Bates Post	212		100	
Columbia Studio				
Orchestra	163	24	87	13
Elizabeth Love	237	10	96	4
Pedro de Cordoba	100		100	
Entire Cast	379		100	
Advertising	375	134	74	26

practically mythical by the decline of the

## First Prize-\$25.00

"Roses and Drums" is an historical serial, educational but entertaining, and full of human interest. I have followed it since it began, learning many historical facts and obtaining a splendid back-ground for future Civil War reading and

study.

1 like the way the characters are pre-sented, Elizabeth Love; John Griggs and

Reed Brown, Jr., every week as Randy, Captain Wright and Betty, with different guest stars each week for the leading generals and characters. My favorites have been Guy Bates Post, Pedro de Cordoba, and George Gaul. This "star" system adds variety and interest.

The music always fits the mood of the play and is exceptionally well done. The miniature advertising plays, sponsored by

miniature advertising plays, sponsored by the Union Central Life Insurance Company of Cincinnati, are presented between acts of the main play and are in good taste and do not break the feeling of the program as a whole. They present their

message realistically. The announcing is well done. Suggestion:
Eliminate most of the love scenes. The love between Betty and Randy and Betty and Captain Wright can be insinuated without presenting all of the actual scenes. Stress the waste of war and less of the glory. End each episode with suspense.

Katherine McCaul

# Second Prize-\$25.00

"Roses and Drums" is an educational as well as interesting dramatic program. Historical details are accurate and the love interest is charmingly portrayed.

The regular cast deserves commendation for its superb acting and the addition of guest stars creates new thrills.

The sound effects, a highly important feature in radio dramatizations, are perfectly timed and very realistic.

David Ross with his pleasing voice and flawless diction lends character to the sketches.

The advertising is dignified and not too

The title "Roses and Drums" is admir-ably suited to the nature of the program while the musical portion is equally adapted and brilliantly rendered.

Suggestions for improvement:
David Ross should be the sole announcethus eliminating other voices heard

er thus eliminating other voices heard in the advertising part.

Advertising announcements should not come in the middle of a dramatic program as it tends to interrupt the absorbed listener and cause irritability. Advertising should come at the beginning of the program when the listener's mood is usually one of anticipation and at the end when he feels genial and satisfied.

The custom of spelling the sponsor's name is unnecessary.

Helena Mangan

# BETTER RADIO **PROGRAMS**

Rapio Guine wants the honest opinions of listeners everywhere about the enter-tainment value of important sponsored tainment value of important sponsored programs on the networks. Fan mail is an uncertain guide because, with few exceptions, the people who do not like a program do not write to the sponsors or the stations. The sponsors and the broadcasting companies are doing their best to give you the kind of programs that you want but, in many cases, they are shooting in the dark because they do not know what you prefer in the way of entertainment.

Radio Guide is now carrying on a camnaign to improve radio programs by obtaining first-hand information for sponsors about your reactions to their presentations. You have a very definite opinion

This Week:

TELL US WHETHER YOU LIKE OR DISLIKE THIS PROGRAM AND WHY

# Paul Whiteman's Hour

with Deems Taylor, master of ceremonies, Al Jolson, Ramona, Jack Fulton, the Rhythm Boys and the Rhythm Girls, Peggy Healy, Roy Bargy, Bob Lawrence, and the Rondollers, with guest stars. This can be heard Thursdays over the NBC-WEAF network at 10 p. m. EST and 9 p. m. CST.

about every program to which you listen times to your own family and friends. But regularly. You have expressed it many the editors of Raoio Guion cannot meet

you in your living room and talk it over with you. They must depend upon you to sit down and write your honest opinion about a certain sponsored network pro-gram each week—why you like or dislike it and your suggestion for improving its

it and your suggestion for improving its entertainment value.

Each week, Ranto Guine selects a sponsored network program upon which you will be asked to comment. In an adjoining column you will find the rules of the contest and a summary of the prizes.

Remember, literary ability will not influence the decisions of the editors, who will act as judges. Not the manner in which you express yourself but the value of your ideas is the important thing. I slit your friends to enter the contest, too.

# Send in Your Criticism Today-

# WIN \$50 WEEKLY

## FIRST PRIZE . . \$25 SECOND PRIZE \$10

and three prizes of \$5 each

## CONTEST RULES

- 1. Letter smust be written in ink or type-writer on one side of the paper only and must not exceed 200 words in length.
  2. Everyone is eligible except employes of Radio Guide or their families.
  3. Each letter must be accompanied by the entry blank printed at right or your tracing of the same.
  4. You may consult copies of Radio Guide at the offices of this publication or at

- public libraries. You do not have to purchase Radio Guide to enter the contest.

  5. The editors of Radio Guide shall be the judges in each weekly contest and their decision shall be final in each instance.

  6. All letters regarding the "Paul Whiteman Hour" must be in the offices of Radio Guide on or before Saturday, February 17, to be eligible. Awards will be announced in the issue of the week rading March 10, on sale March 1.

  7. Address all entries to BETTER RADIO CONTEST, Radio Guide, 423 Plymouth Court, Chicago, Ill.

  8. Radio Guide reserves the right to publish any or all letters submitted.

  9. We cannot enter into any correspondence regarding the contest, and no manuscript can be returned.

PAUL WHITEMAN

(Pin or paste this blank, filled out, to your letter)

# ENTRY BLANK No. 18 RADIO GUIDE Better Radio Contest

I have read the rules of this contest and agree to abide by them; and herewith submit my comments.

Name -

Street and No		
City —	State	•

# STARTLING TWISTS IN VOTE FOR THE STARS OF RADIO

HE election of a hundred astonishments" is one description offered for the poll to choose radio's star of stars. It comes from the chief of the staff intrusted with the tabulations of the votes.

However, the description is prompted less by definite results than by twists of the unexpected. Indeed, it is chiefly in the overturn of the obvious that the analyst finds his astonishment.

All the generally expected trends have

failed to assert them-On the other selves. hand, the absence of support for conspicuous candidates from quarters where they were regarded as especially popular, affords opportunity for the development of unlook-ed for strength by "dark horses.

In the third week of RADIO GUIDE'S poll to determine America's most popular radio performers, the leading candidates continue "bunched." course, all this may be changed before the end of the week. Meanwhile, many interesting, though by no means reliable, indications crop up from the returns.

But it is not solely in the overthrow of favorites that the territorial summary reveals od-

dities in the public atti-tude toward radio. We turn naturally to the so-called effete East for an appreciation of the serious and the intellectual, but lo! In this natural habitat of the sophisticate we find popular music and comedy far in the van of drama and the symphonic pro-

Even in staid old Connecticut, stamping ground of the literati, we discover no yearning for the dramatic enterprises or for the current, weightier offerings, but rather a pointed preference for the crooner, the purveyor of hot-cha and gagsters with their plethora of revamped jests.

But to return to the prairie states where the citizens, supposedly remote from the theatrical centers, might be expected to have but a latent taste for the playlets and their performers. Here, unexpectedly, the drama, the lecture and the news comments vie feverishly with the popular music and with comedians for first place in this amazingly responsive

How does the crooner fare in the wheat states of the middle west? Oddly enough, in light of the favor in which he might be expected to revel. For instance, in Kansas we find Bing Crosby running in last place, and Bing occupies a high place in the results so far totalled. Faring far better is the comedy team of Stoopnagle and Budd, while the variety shows, spotted here and there on the microphonic front, appear to intrigue the middle West-eners with unfailing regularity.

It is as enlightening as it is overwhelming, this baring of the radio appebe made to the most popular person among radio artists.

2. This second award will be made to the or-chestra that ranks highest in popularity. Sure-ly you have a favorite musical unit, whether to dance by or just to listen to and enjoy. Regardless of sponsorship, regardless of singing and speaking stars, regardless of guest artists, this award will be made to your favorite musical organization.

3. The third award will be given to your favorite program or "hour." Your vote here will be cast for the program as a whole. Surely you set aside all engagements whenever possible to listen, uninterrupted, to the complete program that pleases you best. This award will be made to the program that polls the greatest vote for favorite entertainment.

4. The fourth award will 4. The fourth award will be made to the team that is liked best. By "team" is meant not only the pair of entertainers but also the trio or quartet that is your favorite, and it doesn't mat-ter whether the team sings, or speaks or performs on or speaks, or performs on musical instruments — all are eligible. Rano Guina wants your vote for the radio listeners' favorite To the star who receives

To the star who receives the greatest popular vote Ramo Gumn will give, in recognition and in commemoration of your choice of popularity, a handsome gold medal, suitably inscribed.

To the orchestra that is the favorite of all orchestras on the air will be given a gold medal also, this one inscribed to mark its popularity. And furthermore—each member of the orchestra will be given a handsomely engraved certificate attesting his or her part in the work done to win your popular acclaim. The inscription on both the medal and the certificates will be are the name of the leader, according to the way the orchestra is designated. Presentation of the medal will be made to the orchestra leader. orchestra leader.

orchestra leader.

The program that polls the greatest number of votes will receive an award similar to the award that will be given to the most popular orchestra—a gold medal. Further, to each member of the cast—all who take a part in putting the program on the air—will be given a handsomely engraved certificate attesting the triumph.

The favorite "team" will be awarded a silver medal appropriately engraved; and each member of the "team" will be given an engraved certificate, marking the award.

All entertainers, orchestras, programs and teams that have been on the air since October 1, 1933, are eligible. It does not matter that they are not on the air currently.

Balloting closes June 1, 1934, Awards will be announced as shortly thereafter as the results can be verified.

You will find your ballot prepared for you in

can be verified.
You will find your ballot prepared for you in a coupon on this page. Along with it you will find a few questions that will help us to get better acquainted. However, your vote will not be invalidated by your failure to answer all the questions incorporated in the ballot.

Send in your vote today. Don't delay,

Favorite Stars' Official Ballot

1. My favorite radio performer is:
2. My tavorite orchestra is:
3. My favorite program is:
4. My favorite radio team is:
There are in my family. I own my home; rent a house; rent an apartment (number)
I own my own car I do not own a car My radio is years old and is a
I am checking the type of radio program that I like best: Popular Musical; Classical
Musical; Comedy; News; Dramatic sketch; Lecture; Religious; or
MY NAME IST
I LIVE AT:
(Street and number) (City and State)
Vous mate will not be invalidated by failure to encuor all the procetions

in this ballot. You need not repeat any enswers to these questions.

Mail your ballot to Star Election Tellers, c/o RADIO GUIDE, 423 Plymouth Court, Chicago, IIL.

tite of 125,000,000 Americans. Others to poll heavy votes besides Bing Crosby are Joe Penner and Gertrude Niesen; the Fleischmann Hour and the Show Boat Hour—the Wayne King, Fred Waring, Guy Lombardo and Ben Bernie orchestras-Amos and Andy, Burns and Allen and the Boswell Sisters.

The election is on with a bang! America's favorite star will loom. Next week RADIO GUIDE will begin to publish leading results in figures, as received up to the moment of going to press.

Awards will be made in four branches of professional entertainment. (This, of course, excludes such persons as President Roosevelt and others who frequently, or

occasionally, go on the air for governmental or other business reasons.) Professional entertainers only are eligible.

The election is as follows:

1. The first award will be made to your fa-vorite radio performer, regardless of occupation —either singer, actor, actress, orchestra leader, musician, lecturer, reporter, comedian, an-nouncer, or whatever, This first award is to